



KA HĀLĀWAI KŪMAU A KE KŌMIKE MO'OHĒLU KĀLĀ, 'OIHANA KĀLĀ,
A ME KE KIKOWAENA HĀLĀWAI O HAWAII
KE'ENA KULEANA HO'OKIPA O HAWAII

**BUDGET, FINANCE, AND CONVENTION CENTER
STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

**HĀLĀWAI KELEKA'A'IKE
VIRTUAL MEETING**

Po'akahī, 22 'Apelila 2024, 2:30 p.m.
April 22, 2024, 2:30 p.m.

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/85148032283>

E noi 'ia paha 'oe e kāinoa me kou inoa a leka uila paha. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake.

You may be asked to enter your name or email. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous.

Kelepona / Call In: : [16469313860](tel:16469313860)
Helu Hālāwai / Webinar ID: 851 4803 2283

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o 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 via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ke kōmike a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai.

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

AGENDA

1. *Ho'omaka a Wehena*
Call to Order and Opening Protocol
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. *'Āpono Mo'olelo Hālāwai*
Approval of Minutes of the March 21, 2024 Budget, Finance, and Convention Center Standing Committee Meeting
4. *Noi, Hō'ike'ike, Kūkā, a Hana no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'olelo Kālā no Malaki 2024*
Motion, Presentation, Discussion, and Action on the Hawai'i Tourism Authority (HTA's) March 2024 Financial Report; Recommend Approval
5. *Noi, Hō'ike'ike, Kūkā a Ki'ina Hana no ko ke Kikowaena Hālāwai o Hawai'i Palapala Hō'ike Kālā no Malaki 2024 a me ka 'Ikepili Hou ma ko ke Kikowaena Hālāwai o Hawai'i Papa Hana CIP no 6 Makahiki*
Motion, Presentation, Discussion, and Action on the Hawai'i Convention Center's March 2024 Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan; Recommend Approval
6. *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
7. *Ka Papahana Ho'oponopono Kaupoku o ka HCC*
HCC Roof Repair Project
 - a. *Ka Nūhou no ka Pāhana Ho'oponopono Kaupoku o ka HCC*
Status of HCC Roof Repair Project
 - b. *Ka Papa Manawa a Papa Hana no ka Pāhana HTA*
HTA Project Timeline and Dashboard
 - c. *Nā Kuleana Limahana*
Staff Assignments

8. *Kūkā a Hō'ike'ike no ke Noi Kālā i ka 'Aha'ōlelo no ka Makahiki Kālā 2025*
Status and Recent Communication Relating to the HTA FY 25 Budget Request to the Legislature

9. *Ka Ho'oka'a'ike 'ana aku i ka Holomua o ka Mo'ohelu Kālā no ka HTA a me ke Kikowaena Hālāwai o Hawai'i, a Pēia Pū Ho'i ka 'Aha'ōlelo*
Status and Communications Regarding the Hawai'i Convention Center (HCC) FY 25 Budgets
 - a. *Ke Noi Mo'ohelu Kālā FY25 i ka 'Aha'ōlelo no ka HCC*
FY 25 HCC Budget Request to the Legislature

 - b. *Ka Mo'ohelu Kālā Hana FY25 no ka HCC*
FY 25 HCC Operating Budget

 - c. *Ka Mo'ohelu Kālā FY25 Ho'olaha no ka HCC*
FY 25 HCC Sales and Marketing Budget

10. *Ke Kālā Pōulia 'Oihana Ho'okipa*
Tourism Emergency Special Fund
 - a. *Ka Nūhou no Ke Kulekele Ho'olilo Kālā Pōulia*
Status of Use of the Tourism Emergency Special Fund

 - b. *Ka Papa Hana, Lawelawe 'ana, a me nā Palapala e Pili Pū ana i ke Kālā Pōulia*
Policies, Procedures, and Reports Relating to the Use of the Tourism Emergency Special Fund

 - c. *Ka Nūhou no ka Ho'ihō'i Kālā Pekelala no ke Noi Kālā 'Āpanakahi*
Status of Federal Reimbursement for Wildfire Budget Requests

11. *Ke Noi Kālā 'Āpanakahi*
Branding Incremental Budget Requests
 - a. *Ka Nūhou no ka Māhuahua o ke Noi Kālā Keu*
Update on Campaign Effectiveness, Cost/Benefit Ratio, and ROI for Incremental Budget Requests

 - b. *Ka Nūhou no Nā Palapala 'Aelike 'Āpanakahi a me ka Uku*
Status of Contracts and Payments for all Branding Incremental Requests

**12. Nā Nīnūnē Mo'ohelu Kālā o ka HTA, ka Papa Hana, a Lawelawe 'ana
Status, Discussion, or Action Relating to HTA Budget & Finance Issues,
Policies and Procedures, etc.**

a. *Nā Waihona Kālā Lohi: ka Nūhou, Papa Hana, Lawelawe, a Palapala 'ana*
HTA Past Due Accounts

- i. *Ka Nūhou*
Status
- ii. *Ka Papa Hana a Lawelawe 'ana*
Policies and Procedures

b. *Na Loli o nā Palapala 'Aelike HTA: ka Nūhou a Kūkā no ka Papa Hana,
Lawelawe, 'Āpono o ka Papa Alaka'i, a me ka Palapala 'ana o ka 'Oihana
Kālā*

HTA Contract Modifications

- i. *Ka Nūhou*
Status
- ii. *Ka Papa Hana a Lawelawe 'ana*
Policies and Procedures

c. *Nā Kūlana Ho'okō a me ka Uku Keu: ka Nūhou a Kūkā no ka Papa Hana,
Lawelawe, 'Āpono o ka Papa Alaka'i, a me ka Palapala 'ana o ka 'Oihana
Kālā*

HTA Executive Employment Contracts and Bonuses

- i. *Ka Nūhou*
Status
- ii. *Ka Papa Hana a Lawelawe 'ana*
Policies and Procedures

d. *Ka Papa Hana Huaka'i HTA: ka Nūhou a Kūkā no ka Papa Hana, Lawelawe,
'Āpono o ka Papa Alaka'i, a me ka Palapala 'ana o ka 'Oihana Kālā*

HTA Travel Policies

- i. *Ka Nūhou*
Status
- ii. *Ka Papa Hana a Lawelawe 'ana*
Policies and Procedures

13. *Hō'ike'ike, Kūkā, a Ho'oholo no nā Kuleana a me nā Mana'o 'Ē A'e e Pili ana i ka Mo'ohelu Kālā HTA i Hāpai 'ia e nā Lālā o ka 'Aha'ōlelo, ka Papa Alaka'i, nā Limahana, nā Kāko'o, apwa, e la'a ho'i me ko lalo:*

Presentation, Discussion, and Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc., including:

- a. *a Nūhou no ka Pane i ka Luna Ho'omalū 'Oihana Ho'okipa, 'o Quinlan Ho'i, no ka Hō'ike 'Ano o ka Mo'ohelu Kālā o ka Makahiki Kālā 2024 a me ka Papa Hana, Lawelawe 'ana, a me ka 'Āpono o ka Papa Alaka'i*
HTA Response to House Tourism Chair Quinlan's Review Comments on FY 2024 Operating Budget: Status, Policies, Procedures and Board Approval
- b. *Ka Papa Hana a Lawelawe 'ana o ka Ho'oka'a'ike e Pili Pū ana i ko ka HTA Mo'ohelu Kālā, Ke 'Ano e Lawelawe aku i ka Papa Alaka'i, a me ka Pane a Ho'oholomua Koke*
HTA Policies and Procedures for Communications Regarding HTA Budget, including Prompt Transmittal to the Board, Timely Responses, and Follow-up Actions on Matters Including Possible Violations of Laws or Contracts

14. *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 Meeting:** The Board may conduct an executive meeting 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.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'elua lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a 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 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahelu mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ke Kikowaena Hālāwai O Hawai'i. 'O 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815 ka helu wahi.

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawai'i Tourism Authority at the Hawai'i Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815.

3

Approval of Minutes of the March 21, 2024, Budget, Finance, and Convention Center Standing Committee Meeting



Ke'ena Kuleana Ho'opipa O Hawai'i
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815
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**BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Thursday, March 21, 2024, at 1:00 p.m.**

Virtual Meeting

MINUTES OF THE BUDGET, FINANCE & CONVENTION CENTER STANDING COMMITTEE MEETING

| | |
|-----------------------------|---|
| MEMBERS PRESENT: | David Arakawa (Chair), Kimberly Agas (Vice-Chair), Jame McCully, James Tokioka (Ex Officio, DBEDT Director) |
| MEMBERS NOT PRESENT: | Blaine Miyasato, Mike White |
| HTA STAFF PRESENT: | Daniel Nāho'opi'i, Isaac Choy, Caroline Anderson |
| GUESTS: | Teri Orton, Mari Tait |
| LEGAL COUNSEL: | John Cole |

1. Call to Order and Opening Protocol

Chair Arakawa called the meeting to order at 1:05 p.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. Kishi conducted the roll call. All confirmed in attendance and that they were alone. Mr. Miyasato and Mr. White were excused.

3. Approval of Minutes of the February 20, 2024, Budget, Finance, and Convention Center Standing Committee Meeting

Chair Arakawa made a motion to approve the February 20, 2024, minutes, and Dir. Tokioka seconded. There were no comments from the committee members nor the public; Mr. Kishi conducted the roll call, and the motion passed unanimously.

4. Presentation, Discussion, and Action on the Hawai'i Tourism Authority (HTA's) February 2024 Financial Report; Recommend Approval

Chair Arakawa proposed a motion to recommend approval of the HTA's February 2024 Financial Report, and Ms. Agas seconded it.

Mr. Kishi presented the February 2024 Financial report. The income for February totaled \$293,000, consisting mainly of interest and income from the investment program.

The expenses for the month totaled \$5,850,000. Mr. Kishi stated that the major expenditure was \$4.4 million for branding, with \$618,000 being disbursed for destination management and \$205,000 for perpetuating Hawaiian Culture in addition to \$232,000 for salaries and wages.

The year-to-date income showed a total of \$84 million, which comprised general fund appropriations of \$70.7 million, transient accommodations tax (TAT) revenue from the HCC of \$11 million, and \$1.2 million from the HCC operations revenue as well as \$1.1 million in other income, mainly Convention Center operations. \$765,000 was designated as employee retention credit.

Year-to-date expenses showed \$40.5 million, including \$23.5 million for branding, \$5.8 million for destination management, and \$2.5 million for HCC marketing, which included marketing conventions and incentives (MCI) and local sales marketing. \$900,000 was disbursed for the HCC operations, and \$1.9 million was paid into the Convention Center repair and maintenance fund. In addition, \$1.3 million was spent on Hawai'i Culture programs and \$1.5 million on salaries and wages.

In reply to a question from Chair Arakawa, Mr. Kishi explained that \$36.8 million in unused ARPA funds had been transferred to the Department of Budget and Finance.

Responding to a question from committee members, Mr. Kishi stated that for future meetings, it would be possible to provide a detailed breakdown of the specific contracts that were included in branding line items.

Dir. Tokioka inquired how much had been spent on the Maui Mākaukau commercial and for how long it would continue to be broadcast. Mr. Nāho'opi'i promised that this information would be provided at the next Board meeting.

Mr. Kishi presented a balance sheet showing that at the end of February, the Tourism General Fund contained \$27.9 million and the Tourism Special Fund \$14.1 million. The HCC General Fund stood at \$7.8 million, the HCCSF at \$47.6 million, and the HCC roof repair general

obligation bonds at \$14.8 million. \$2.3 million remained in the Tourism Emergency Special Fund, and the EDA grant stood at \$13.5 million.

Responding to a question by Dir. Tokioka about a receivable of \$250,000, Mr. Kishi stated that this was the amount of the immediate Maui wildfire response providing shelter to victims, 90% of which was to be reimbursed by FEMA. In subsequent reports, the amount will be updated to \$225,000.

Mr. Kishi detailed the following encumbrances: Tourism General Fund, \$26.3 million, Tourism Special Fund, \$7.1 million; Convention Center Enterprise Special Fund, \$3.5 million; and Convention Center general obligation bond program, \$670,000. No encumbrances were needed for the Tourism Emergency Special Fund because checks were disbursed from the Bank of Hawai'i business checking account. Regarding the EDA grant, \$6 million was encumbered with the DLNR.

Chair Arakawa asked whether any other funds need to be encumbered, and, if so, how this would be done. Mr. Kishi informed him that the funds still had to be encumbered, were not large, and were mostly from the Tourism General Fund.

Mr. McCully asked the committee to acknowledge the work done by Ms. Lorinda Wong-Lau of HiEMA and Mr. Choy to calculate the expenses incurred for room rental and shelter after the wildfire. The total amount incurred by the HTA was \$250,300, of which about \$225,000 would be reimbursed by FEMA. FEMA had also accepted 90% responsibility for \$340,000, resulting in a reimbursement of \$290,000, which had not yet been entered on the balance sheet. This implied that the total eventual reimbursement from FEMA would be about \$540,000. Chair Arakawa thanked the staff of DBEDT and the HTA for their work to manage these expenses.

Mr. Kishi conducted the roll-call vote, and the motion was passed unanimously.

5. Motion, Presentation, Discussion, and Action on the Hawai'i Convention Center's February 2024 Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan; Recommend Approval

Chair Arakawa proposed a motion recommending approval of the HCC February 2024 Financial Report, and the motion was seconded by Ms Agas.

The General Manager of the HCC, Ms. Teri Orton, presented a detailed report on activities during February. The HCC had hosted 17 licensed events, two more than the 15 budgeted. One was a city-wide sporting event, and the others were local events. The total revenue for

February was more than \$1.4 million, including \$163,000 of other income. This was \$599,100 more than budgeted. The posted net loss was \$191,100, \$485,900 less than expected.

Ms. Orton projected that by the end of the fiscal year, the total facility gross revenue was likely to exceed \$25 million, including \$1.5 million in interest, with a net income of \$34,100, versus the budgeted gross revenue of \$18.5 million and a net loss of \$5.3 million. Ms. Orton stated that if this trend were to continue, it would result in savings to the State of \$5.3 million in subsidies. The Convention Center was experiencing a good positive cash flow.

Strong city-wide bookings were a major contributor to the center's financial health, and 21 city-wide events were to be hosted during the year, expected to generate \$387.6 million in economic impact and \$45.3 million in tax revenue. Apart from the city-wide events, the center was to host 234 local events. This was a strong year for both kinds of events.

The report showed the return on investment (ROI) for the fiscal year to date. The estimated revenue from 12 city-wide events, visitor spending, and tax amounted to \$272.8 million. Subtracting the convention center's operating expenses and the HVCB MCI budget prorated by month, totaling \$19.6 million, gave a return on investment of \$13.94 for every dollar spent at the HCC. Mr. Choy promised that the detailed calculation method of return on investment would be explained to Board members during the next meeting.

There were no questions or discussions from committee members or the public, so Chair Arakawa called for a vote on the motion. Mr. Kishi conducted the roll-call vote, and the motion was carried unanimously.

Ms. Orton gave further updates on the HCC, highlighting recent events, including the city-wide NDIA 2024 Pacific Operational Science and Technology Conference, with 1700 participants, the Pickup for the King's Runners 10K race, and the Honolulu Festival.

Forthcoming events included Kawaii Kon, at which 18,000 participants were expected, the Paradise Tournament Series, the Hapalua Marathon Pickup, and the city-wide AAG 2024 (American Association of Geographers), with about 8,500 participants. A major local event was the Mother's Day Brunch and Show to be held in May. A further nine city-wide events were to be hosted before the end of the fiscal year.

The HCC was part of a carbon offset program for which participating organizations had contributed a total of \$23,929, equating to the planting of 294 trees and the offsetting of 286.5 metric tons of carbon dioxide.

Ms. Tait gave updates on the HCC R&M program and the 6-year capital investment program (CIP). Committee members were presented with photographs of recent projects, details of

large repair and maintenance projects, and equipment purchases over \$50,000. These included upgrading the security camera, replacing transformers, new food and beverage equipment, a new walk-in refrigerator, and installing new kitchen flooring.

Repair and maintenance projects were divided into three categories: improving guest experience, improving the building, and improving department efficiency with new equipment.

The projects underway were at various phases of procurement and execution. The selection of colors for the exterior painting was in progress. The replacement of the chiller was going well, and the following week, two of four new chillers were to be lifted into place. The contract for the LED lighting upgrade had been awarded, and a demonstration was scheduled for the following day, after which the contractor would install lighting in one room before continuing with the remainder of the building. Three proposals had been received for the escalator modernization project, and the evaluation committee was reviewing them.

An architectural design firm had been engaged to assist with selecting contractors for certain construction projects.

Ms. Tait provided a detailed 6-year plan, showing cash flow and priority projects that had been assigned to the property management company.

Mr. Choy noted that Attorney Cole had enabled the HTA to obtain 100% of their desired result during negotiations with architects about the roof project. An architect had been engaged, and discussions would now take place about the roof's design. The project was going ahead on schedule.

Chair Arakawa stated that the approval of the update on the HCC 6-Year CIP Plan would be discussed at the next Board meeting.

Chair Arakawa introduced item 6 consisting of a number of short items forming part of the effort to keep track of budget and controls finance policies and procedures.

6. Presentation, Discussion, and Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc., including:

a. FY 25 Budget Request to Legislature: Discussion and Presentation on Latest Proposal to the Legislature

Mr. Nāho'opi'i reported that before the beginning of the year, the HTA had submitted an official department budget request, "Form A," requesting \$69.9 million in operational funds and 38 staff positions. On January 3, 2024, a special Board meeting presented detailed budget

line items in prioritized order. These requests were also shared with the Finance and the Ways & Means Committees during the course of two meetings. In response, the House Finance Committee issued HD 1800-HD1, showing \$60 million in operating budget and 25 positions. Mr. Nāho'opi'i noted that this statement was available online.

In their administrative package, the Governor and the Department of Budget and Finance recommended \$60 million and 25 positions, as well as \$64 million in general obligation bonds for roof repairs and a ceiling for the HCC Enterprise Fund of \$25 million, comprising \$14 million operating budget along with \$11 million which had previously been borrowed and was to be returned from FY24. This was similar to HD 1800 HD 1 in providing \$60 million and 25 positions and \$25 million in ceiling for the special fund.

Mr. Nāho'opi'i noted that there was an adjustment in the budget in relation to insurance which was paid biennially. For FY25, \$500,000 would not be needed since the insurance would be paid in FY26.

The House Ways & Means Committee had taken testimony but would decide on the budget only during the following week. Mr. Nāho'opi'i and Chair Arakawa had met with the relevant committee chairs to discuss the budget, and they had also answered questions from both House and Senate regarding projects and positions. It was noted that finance was to include \$64 million for the roof repair and a ceiling of \$25 million.

b. Communications Regarding the HTA Budget and Hawai'i Convention Center, Including the Legislature

i. Status of Recent Communications Regarding FY 25 HTA Budget

Mr. Nāho'opi'i stated that there had been no direct information from the State regarding the request for additional positions. Analysts from the two committees concerned had requested clarification about projects and contracts.

ii. HTA Response to House Tourism Chair Quinlan's Review Comments on FY 2024 Operating Budget: Status, Policies, Procedures and Board Approval

Chair Arakawa thanked Mr. Nāho'opi'i for preparing the response but stated that the discussion would be postponed until the next meeting since committee members had not yet studied the material.

iii. HTA Policies and Procedures for Communications Regarding HTA Budget, including Prompt Transmittal to Board, Timely Responses, and Follow-up Actions

Mr. Nāho'opi'i was working on policies and procedures to define the time scale of these communications. Mr. Choy pointed out that requests from the legislature usually had a deadline of 48 hours, and this was not always feasible. Chair Arakawa praised the HTA staff for their fast response to these requests and pointed out that while policies must be flexible, it was important for Board members to be kept informed since they often received phone calls from legislators asking for information. Mr. Nāho'opi'i added that requests sometimes came through government departments, thus adding a further administrative level to the response.

c. 2023 Legislative Audit Pursuant to HRS 23-13

i. Status and Budget, Finance and Accounting Issues

Chair Arakawa asked for comments from Mr. Nāho'opi'i and Mr. Choy on this ongoing process. Mr. Nāho'opi'i replied that staff continued to have interviews with the auditors, both as individuals and in relation to contract processes. Meetings were still being scheduled. The HTA administration and staff had been responsive and had complied with the auditors' requests for information and meetings.

d. Tourism Emergency Special Fund

i. Status of Use of the Tourism Emergency Special Fund

Chair Arakawa pointed out that this topic had frequently been discussed in previous meetings. Mr. Kishi presented a spreadsheet showing the contracts for which the Tourism Emergency Special Fund had been used. So far, \$250,000 has been disbursed for immediate Maui wildfire response and \$2.6 million for the U.S. Maui Marketing Recovery Plan #1, undertaken in collaboration with the HVCB. Other contracts had already been executed, with payments being processed by the Fiscal Department, or were still in the procurement or development process. Up to the end of February, approximately \$2.8 million had been used from the Tourism Emergency Special Fund. Some contracts had been carried out during March, as well as the production of the Maui Mākaukau commercial about which Dir. Tokioka inquired.

Chair Arakawa asked Mr. Kishi to prepare a detailed response to be forwarded through Mr. Choy and Mr. Nāho'opi'i to Dir. Tokioka and other Board members. Board members needed to be aware of the excellent Maui Mākaukau commercial.

ii. Policies, Procedures, and Reports Relating to Use of the Tourism Emergency Special Fund

Chair Arakawa stated that this agenda item would be postponed to the next meeting. He asked Mr. Nāho'opi'i to document any relevant issues and to suggest an agreed process for use of the Tourism Emergency Special Fund. Mr. Nāho'opi'i was to work with DBEDT and the Department of Budget and Finance to prepare a draft for the next meeting. Mr. Nāho'opi'i pointed out that the HTA was already following the existing provisions for emergency procurement, but the internal procedures needed to be enhanced.

e. Wildfire Incremental Budget Requests (\$8,525,000 million)

i. Update on Campaign Effectiveness, Cost/Benefit Ratio, and ROI for Wildfire Incremental Budget Requests

The HTA staff had prepared a report on campaign effectiveness, cost-benefit ratio, and return on investment for the wildfire incremental budget requests. Mr. Nāho'opi'i stated that work was continuing on this report, which would be updated after completing the second phase of the U.S./Canada Maui Marketing Recovery Plan during the next quarter.

ii. Status of Contracts and Payments for all Wildfire Branding Incremental Requests

Mr. Nāho'opi'i reported that the Fiscal Department informed him that all the contracts had been signed.

iii. Status of Federal Reimbursement for Wildfire Incremental Budget Requests

The status of the federal funds had been detailed in the financial statement.

Chair Arakawa noted that the following topic would have been categorized as: Sub-item iv, Policies, procedures, and reporting processes relating to incremental budget requests.

Regarding the wildfires, the HTA had agreed to add \$8.5 million to existing contracts but then had to go through an exercise to determine which contracts were to be increased and which were reduced. There had been two meetings dealing with this topic, and Chair Arakawa suggested that an open discussion between staff and Board members could request input from U.S., Japan, and Canada contractors on how they would adjust existing contracts to address the wildfire emergency. He pointed out that comments from internal and external sources had

suggested that adjusting existing contracts might be a better solution than adding and subtracting. Mr. Nāho'opi'i responded that this had been done to some extent during discussions on marketing and branding contracts.

Chair Arakawa stated that this topic would be discussed in the next meeting.

f. HTA Budget & Finance Issues, Policies and Procedures

i. HTA Past Due Accounts: Status; Budget & Finance Policies, Procedures and Reporting

Mr. Kishi stated that the HVCB was due \$1.5 million, and resources and management were in the process of resolving this. A contract monitoring system was implemented, enabling the Fiscal Department to detect this issue.

There have been positive comments from contractors about the cooperation of the Fiscal Department to ensure the approval of their reports and invoices when they are submitted. At present, the process seems to be working well.

ii. HTA Contract Modifications: Status and Discussion; Budget & Finance Policies, Procedures, Board Approval and Reporting

Chair Arakawa stated that sometimes contracts or contractors faced challenges, and a proposed solution was to amend the contract. However, the Chair reminded the committee that if vendor contracts were amended, or if key performance indicators were removed, or if requirements were removed or inserted, the approval process had to be followed through, involving approval by the Branding Committee and detailed explanations, as well as presenting the situation to the Board.

iii. HTA Executive Employment Contracts and Bonuses: Status and Budget & Policies, Procedures, Board Approval, and Reporting

The Administration and Audit Committee were managing this. The previous Board meeting had approved the removal of the bonus clause from existing contracts that contained a bonus provision. The Administration and Audit Committee was currently working to revise contracts. The concern of the present committee was the impact on the budget.

iv. HTA Travel Policies: Status and Discussion on Budget & Finance Policies, Procedures, Approval, and Reporting

Work was in progress on these policies and procedures.

g. Hawai'i Convention Center Budget & Finance Issues

Mr. Choy stated that the House budget had a \$24.5 million ceiling, adding \$20 million for repairs and replacements for the HCC. Ms. Orton's report had been encouraging.

Delinquent payments by renters and a possible policy and procedure for receivables could be considered in a future meeting. However, it was clear that a renter who was delinquent should not be given another contract.

Chair Arakawa pointed out that certain budget and fiscal issues could be considered in the ongoing governance study. The consultant would be asked to investigate and give recommendations. The study was to be completed by May, and most of the research would be finished during April.

There were no questions or comments from committee members or the public.

7. Adjournment

Chair Arakawa thanked the committee members and the HTA staff and proposed adjournment.

The meeting adjourned at 2:07 p.m.

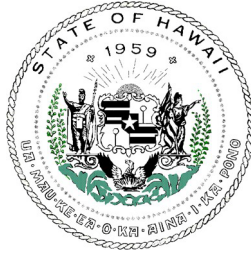
Respectfully submitted,



Sheillane Reyes
Recorder

4

**Motion, Presentation, Discussion, and Action on
the Hawai'i Tourism Authority (HTA's)
March 2024 Financial Report;
Recommend Approval**



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
Financial Statements
March 31, 2024

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, CPA

Budget and Fiscal Officer

HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority

March 31, 2024

Table of Contents

| | |
|--|----|
| Balance Sheet | 3 |
| Statement of Revenues, Expenditures, and Changes in Fund Balances | 4 |
| Statement of Revenues, Expenditures, and Changes in Fund Balances Year to Date | 5 |
| Selected Management Disclosures | 6 |
| Supplementary Information: | |
| Bank of Hawaii Tourism Emergency Special Fund Trust and Checking Account Bank Statements | 11 |
| Hawaii Convention Center Financial Statements (prepared by AEG Management HCC) | 13 |

**Hawaii Tourism Authority
Balance Sheet
As of March 31, 2024**

| | Tourism Funds | Convention Center Funds | Roof Project | Roof Repairs | Tourism Emergency Special Fund | Federal Funds | Total Funds |
|--|-------------------|----------------------------|------------------|-------------------|--------------------------------------|-------------------|--------------------|
| Assets | | | | | | | |
| General funds | 26,221,928 | 7,801,119 | - | - | - | - | 34,023,047 |
| Special funds (restricted) | 14,317,876 | 47,946,879 | - | - | - | - | 62,264,755 |
| Federal grants | - | - | - | - | - | 13,574,717 | 13,574,717 |
| General obligation bonds | - | - | 1,255,159 | 13,601,000 | - | - | 14,856,159 |
| Cash and cash equivalents | - | - | - | - | 982,293 | - | 982,293 |
| Investments | - | - | - | - | - | - | - |
| Accounts Receivable* | 225,623 | - | - | - | - | - | 225,623 |
| Total assets | 40,765,427 | 55,747,998 | 1,255,159 | 13,601,000 | 982,293 | 13,574,717 | 125,926,594 |
| Liabilities and Fund Balances | | | | | | | |
| Fund balances | | | | | | | |
| Encumbered - GOB | - | - | 655,159 | - | - | - | 655,159 |
| Encumbered - General funds | 26,044,877 | 7,801,118 | - | - | - | - | 33,845,995 |
| Encumbered - Special funds | 7,112,572 | 3,540,999 | - | - | - | 9,250,345 | 19,903,916 |
| Unencumbered | 7,607,978 | 44,405,881 | 600,000 | 13,601,000 | 982,293 | 4,324,372 | 71,521,524 |
| Total fund balances | 40,765,427 | 55,747,998 | 1,255,159 | 13,601,000 | 982,293 | 13,574,717 | 125,926,594 |
| Total liabilities and fund balances | 40,765,427 | 55,747,998 | 1,255,159 | 13,601,000 | 982,293 | 13,574,717 | 125,926,594 |

Hawaii Tourism Authority
Statement of Revenues, Expenditures, and Changes in Fund Balances
For the Month Ended March 31, 2024
Ending Fund Balance as of March 31, 2024

| | Tourism Funds | Convention Center Funds | Roof Project | Roof Repairs | Tourism Emergency Special Fund | Federal Funds | Total Funds |
|--------------------------------------|--------------------|----------------------------|------------------|-------------------|--------------------------------------|-------------------|--------------------|
| Revenues | | | | | | | |
| Change in fair value | - | - | - | - | 295 | - | 295 |
| HCC operations | - | - | - | - | - | - | - |
| Interest, net | 179,273 | 344,714 | - | - | 2,390 | - | 526,377 |
| TAT | - | - | - | - | - | - | - |
| Other* | - | - | - | - | - | - | - |
| Total revenues | <u>179,273</u> | <u>344,714</u> | <u>-</u> | <u>-</u> | <u>2,685</u> | <u>-</u> | <u>526,672</u> |
| Expenditures | | | | | | | |
| Administrative | 45,142 | - | - | - | - | - | 45,142 |
| Branding | 439,963 | - | - | - | 1,350,000 | - | 1,789,963 |
| Communications | - | - | - | - | - | - | - |
| Destination management | - | - | - | - | - | - | - |
| Governance and org-wide* | 31,314 | - | - | - | - | - | 31,314 |
| HCC marketing | 787,000 | - | - | - | - | - | 787,000 |
| HCC operations | - | - | - | - | - | - | - |
| HCC repairs and maintenance | - | - | 14,841 | - | - | - | 14,841 |
| Natural resources | - | - | - | - | - | - | - |
| Perpetuating Hawaiian culture | 477 | - | - | - | - | - | 477 |
| Planning & evaluation | 47,000 | - | - | - | 53,058 | - | 100,058 |
| Resident and Industry Communications | - | - | - | - | - | - | - |
| Safety & Security | 277,500 | - | - | - | - | - | 277,500 |
| Salaries | 152,733 | - | - | - | - | - | 152,733 |
| Sports | - | - | - | - | - | - | - |
| Workforce | - | - | - | - | - | - | - |
| Total expenditures | <u>1,781,129</u> | <u>-</u> | <u>14,841</u> | <u>-</u> | <u>1,403,058</u> | <u>-</u> | <u>3,199,028</u> |
| Change in fund balances | <u>(1,601,856)</u> | <u>344,714</u> | <u>(14,841)</u> | <u>-</u> | <u>(1,400,373)</u> | <u>-</u> | <u>(2,672,356)</u> |
| Fund balances | | | | | | | |
| February 1, 2024 | <u>42,367,283</u> | <u>55,403,284</u> | <u>1,270,000</u> | <u>13,601,000</u> | <u>2,382,666</u> | <u>13,574,717</u> | <u>128,598,950</u> |
| March 31, 2024 | <u>40,765,427</u> | <u>55,747,998</u> | <u>1,255,159</u> | <u>13,601,000</u> | <u>982,293</u> | <u>13,574,717</u> | <u>125,926,594</u> |

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

Hawaii Tourism Authority
Statement of Revenues, Expenditures, and Changes in Fund Balances
Year to Date March 31, 2024
Ending Fund Balance as of March 31, 2024

| | Tourism Funds** | Convention Center Funds | Roof Project | Roof Repairs | Tourism Emergency Special Fund* | Federal Funds | Total Funds |
|--------------------------------------|-------------------|----------------------------|------------------|-------------------|---------------------------------------|---------------------|--------------------|
| Revenues | | | | | | | |
| Change in fair value* | - | - | - | - | 52,962 | - | 52,962 |
| General fund appropriation transfer* | 60,000,000 | 11,000,000 | - | - | - | - | 71,000,000 |
| HCC operations | - | 1,223,284 | - | - | - | - | 1,223,284 |
| Interest, net* | 424,760 | 719,025 | - | - | 72,422 | - | 1,216,207 |
| Other* | 225,623 | 765,445 | - | - | - | - | 991,068 |
| TAT* | - | 11,000,000 | - | - | - | - | 11,000,000 |
| Total revenues | <u>60,650,383</u> | <u>24,707,754</u> | <u>-</u> | <u>-</u> | <u>125,384</u> | <u>-</u> | <u>85,483,521</u> |
| Expenditures | | | | | | | |
| Administrative | 218,427 | - | - | - | 83 | - | 218,510 |
| Branding | 19,422,546 | - | - | - | 3,950,000 | - | 23,372,546 |
| Destination management | 8,552,456 | - | - | - | - | 449,655 | 9,002,111 |
| Governance and org-wide* | 227,936 | - | - | - | - | - | 227,936 |
| HCC marketing | 2,787,000 | 567,230 | - | - | - | - | 3,354,230 |
| HCC operations | - | 926,701 | - | - | - | - | 926,701 |
| HCC repairs and maintenance | - | 1,933,350 | 14,841 | - | - | - | 1,948,191 |
| Perpetuating Hawaiian culture | 829,497 | - | - | - | - | - | 829,497 |
| Planning & evaluation | 543,494 | - | - | - | 53,058 | - | 596,552 |
| Resident and Industry Communications | 399,094 | - | - | - | - | - | 399,094 |
| Safety & Security | 345,000 | - | - | - | 250,693 | - | 595,693 |
| Salaries | 1,676,994 | - | - | - | - | - | 1,676,994 |
| Sports | 500,000 | - | - | - | - | - | 500,000 |
| Workforce | 46,000 | - | - | - | - | - | 46,000 |
| Total expenditures | <u>35,548,444</u> | <u>3,427,281</u> | <u>14,841</u> | <u>-</u> | <u>4,253,834</u> | <u>449,655</u> | <u>43,694,055</u> |
| Transfer to B&F* | - | - | - | - | - | 36,833,291 | 36,833,291 |
| Change in fund balances | <u>25,101,939</u> | <u>21,280,473</u> | <u>(14,841)</u> | <u>-</u> | <u>(4,128,450)</u> | <u>(37,282,946)</u> | <u>4,956,175</u> |
| Fund balances | | | | | | | |
| July 1, 2023 | 15,663,488 | 34,467,525 | 1,270,000 | 13,601,000 | 5,110,743 | 50,857,663 | 120,970,419 |
| March 31, 2024 | <u>40,765,427</u> | <u>55,747,998</u> | <u>1,255,159</u> | <u>13,601,000</u> | <u>982,293</u> | <u>13,574,717</u> | <u>125,926,594</u> |

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

Hawaii Tourism Authority
March 31, 2024
Selected Management Disclosures

1. Summary of Significant Accounting Policies

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 funds are as follows:

Tourism Funds:

- **Tourism Special Fund (TSF)** –The Tourism Special Fund accounted 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. The TSF's encumbered fund balance includes \$5,948,568 for the Center for Hawaiian Music and Dance.
- **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

Hawaii Tourism Authority
March 31, 2024
Selected Management Disclosures

\$64,000,000 operating appropriation to B&F for the Maui wildfires. The Legislature may reappropriate the funds as general obligation bonds for fiscal year 2025.

- **General Obligation Bonds** – Under 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. HTA has encumbered \$670,000 to date. Unused funds will lapse on June 30, 2024.

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 per 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 ninth emergency proclamation dated January 5, 2024. The Authority has spent approximately \$4,253,751 on Maui wildfire response efforts. More information can be found in the Other Matters section of these footnotes.

Federal Funds:

- **American Rescue Plan Act (ARPA)** – Official Name: Coronavirus State Fiscal Recovery Fund (CSFRF) Subaward. The former Governor authorized \$106,000,000 of ARPA funds to support HTA's and HCC's fiscal years 2022 and 2023 operations. HTA and HCC received \$95,000,000 and \$11,000,000, respectively. In total, for the two years ended June 30, 2023, \$59,155,512 and \$10,011,197 was spent on HTA and HCC operations, respectively. The Authority returned \$36,833,291 to the Department of Budget and Finance (B&F) on July 31, 2023.
- **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. To date, the Authority has spent \$449,655.

Basis of Accounting

The Governmental Funds' financial statements are reported using the modified-accrual basis of accounting.

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 \$11,000,000 TAT distribution was completed in December 2023.

Hawaii Tourism Authority
 March 31, 2024
 Selected Management Disclosures

Governance & Org-Wide Expenditures

Governance and organization-wide expenditures include board member inter-island travel, meeting minutes, and audit expenses for the Authority and the HCC.

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.

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 is completed.

Per HRS 40-90 (b), "All encumbrances for contracts shall become void after five years from the end of the fiscal year of the original encumbrance; provided that the comptroller may grant an exemption from this subsection if the comptroller finds that there is sufficient justification to extend a contract encumbrance."

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.

2. Equity in Cash and Cash Equivalents and Investments in the Tourism Emergency Special Fund

The following is a summary of changes in the Tourism Emergency Special Fund during the nine-month period ended March 31, 2024:

| | Fair Value | | Change in Fair | | | Fair Value |
|-------------------|------------------|-----------------|----------------|--------------------|-------------|----------------|
| | July 1, 2023 | Interest Income | Value | Expenses | Transfers | March 31, 2024 |
| BOH Trust Fund | 5,110,743 | 79,836 | 52,962 | (7,414) | (5,000,000) | 236,127 |
| BOH Checking | - | - | - | (4,253,834) | 5,000,000 | 746,166 |
| Total TESH | 5,110,743 | 79,836 | 52,962 | (4,261,248) | - | 982,293 |

3. Accrued Vacation Liability

On June 30, 2023, management estimated the accrued vacation liability of approximately \$339,000, with a current liability of approximately \$132,000.

4. Retirement Benefits

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

Hawaii Tourism Authority
 March 31, 2024
 Selected Management Disclosures

At June 30, 2023, management reported a net pension liability of approximately \$6,063,000 for its proportionate share of the State’s net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2022.

For the year ended June 30, 2023, the Authority recognized pension expenses of approximately \$335,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$576,000 and (\$571,000), respectively.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2023, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,808,000. An actuarial valuation measured the net OPEB liability as of July 1, 2022.

For the year ended June 30, 2023, the Authority recognized OPEB expenses of approximately \$18,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to OPEB of approximately \$227,000 and (\$536,000), respectively.

5. Other Matters

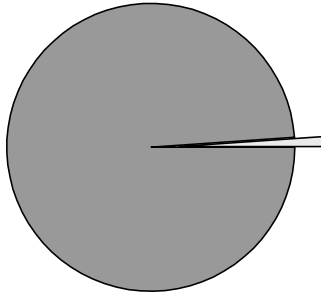
- a. HTA expects to be reimbursed by the Federal Emergency Management Agency (FEMA) for approximately \$225,623 for expenditures related to the immediate response to the Maui wildfires. All funds reimbursed by FEMA will be returned to the State.
- b. The Hawaii Convention Center earned \$765,445 in other revenue in the current fiscal year, consisting of \$723,445 in employee retention tax credits (ERTC) and \$42,000 in distributed antennae service (DAS) income.
- c. Tourism Emergency Special Fund Spending to Date for the Maui Wildfire:

| Maui Recovery - Tourism Emergency Special Fund Spending to March 31, 2024 | | | |
|--|------------------|---------------------|----------------|
| Program | Budget | Paid to Date | Unspent |
| USA Recovery Marketing #1 | 2,600,000 | 2,600,000 | - |
| USA Recovery Marketing #2 | 1,350,000 | 1,350,000 | - |
| Maui Resident Communications Campaign | 349,307 | 53,058 | 296,249 |
| Visitor Education Post-Arrival Marketing | 300,000 | - | 300,000 |
| Immediate Wildfire Response | 250,693 | 250,693 | - |
| Maui Street Market | 100,000 | - | 100,000 |
| Long-term Housing | 50,000 | - | 50,000 |
| Total | 5,000,000 | 4,253,751 | 746,249 |

Supplementary Information

Summary Of Investments

Investment Allocation



| | | |
|--------|------------------|-------------------|
| 1.0% | CASH | 2,448.15 |
| 99.0% | CASH EQUIVALENTS | 233,679.25 |
| 100.0% | TOTAL | 236,127.40 |

Investment Summary

| | Market Value | % | Estimated Income | Current Yield |
|-------------------|-------------------|---------------|------------------|---------------|
| CASH | 2,448.15 | 1.04 | 0 | 0.00 |
| CASH EQUIVALENTS | 233,679.25 | 98.96 | 12,128 | 5.19 |
| Total Fund | 236,127.40 | 100.00 | 12,128 | 5.14 |

Schedule Of Investments

| UNITS | DESCRIPTION | BOOK VALUE | MARKET VALUE | % OF CATEGORY |
|------------|--|--------------------|--------------------|----------------|
| | CASH | 2,448.15 | 2,448.15 | 100.00 |
| | CASH EQUIVALENTS | | | |
| | CASH MANAGEMENT | | | |
| 233,679.25 | DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND | 233,679.25 | 233,679.25 | 100.00 |
| | Total Fund | 236,127.40* | 236,127.40* | 100.00* |

Last statement: February 29, 2024
 This statement: March 31, 2024
 Total days in statement period: 31

Page 1 of 1
 Number of Enclosures: (0)

Direct inquiries to:
 888 643-3888



00003656-TDBSAD11400330019556-LETTER#2-000000 0
 HAWAII TOURISM AUTHORITY
 TOURISM EMERGENCY SPECIAL FUND
 1801 KALAKAUA AVE 1ST FL
 HONOLULU HI 96815

BANK OF HAWAII
 111 S KING ST
 HONOLULU HI 96813

Bank of Hawaii

SINCE 1897, BANK OF HAWAII HAS HELPED THE PEOPLE OF HAWAII WEATHER MANY STORMS. YOU CAN PUT YOUR TRUST IN OUR STRENGTH, FINANCIAL STABILITY AND COMMITMENT TO OUR COMMUNITY.

Analyzed Business Checking

| | | | |
|-----------------|----------------|--------------------|----------------|
| Account number | 0091-585227 | Beginning balance | \$1,149,224.12 |
| Low balance | \$746,166.22 | Total additions | 1,000,000.00 |
| Average balance | \$1,263,712.09 | Total subtractions | 1,403,057.90 |
| | | Ending balance | \$746,166.22 |

CHECKS

| Number | Date | Amount | Number | Date | Amount |
|--------|-------|-----------|--------|-------|--------------|
| 1009 | 03-11 | 38,000.00 | 1011 | 03-18 | 11,089.00 |
| 1010 | 03-20 | 3,968.90 | 1012 | 03-25 | 1,350,000.00 |

CREDITS

| Date | Description | Additions |
|-------|---|--------------|
| 03-18 | ACH Credit BANK OF HAWAII PAYMENT 240318 XXXXX8102 | 1,000,000.00 |

DAILY BALANCES

| Date | Amount | Date | Amount | Date | Amount |
|-------|--------------|-------|--------------|-------|------------|
| 02-29 | 1,149,224.12 | 03-18 | 2,100,135.12 | 03-25 | 746,166.22 |
| 03-11 | 1,111,224.12 | 03-20 | 2,096,166.22 | | |

Hawaii Convention Center
Consolidated Balance Sheet
March 31, 2024 and March 31, 2023
(In Whole Numbers)

| | Unaudited 3/31/24 | Unaudited 3/31/23 |
|------------------------------|----------------------|----------------------|
| Assets | | |
| Current Assets | | |
| Cash | 37,265,353 | 38,293,354 |
| Accounts Receivable, Net | 2,614,612 | 24,792,370 |
| Prepaid | 261,984 | 341,184 |
| Deposits | 0 | 0 |
| Total Current Assets | 40,141,949 | 63,426,908 |
| Fixed Assets | | |
| Building Improvements | 1,880,796 | 401,743 |
| Furniture & Fixtures | 108,286 | 0 |
| Machinery & Equipment | 370,114 | 49,530 |
| Computer Equipment | 71,695 | 35,206 |
| Work in Progress | 5,698,047 | 461,708 |
| Total Fixed Assets | 8,128,938 | 948,187 |
| Total Assets | 48,270,887 | 64,375,095 |
| Liabilities | | |
| Current Liabilities | | |
| Accounts Payable | 2,365,338 | 808,260 |
| Accrued Expenses | 444,395 | 867,024 |
| Advance Deposits | 2,034,319 | 2,099,320 |
| Total Current Liabilities | 4,844,052 | 3,774,604 |
| Equity | | |
| Funds Remitted | (218,462,342) | (215,089,882) |
| Funding Received | 415,099,205 | 428,982,646 |
| Retained Earnings | (154,471,462) | (149,771,767) |
| Net Income (Loss) | | |
| HCC Facility | 1,928,382 | (2,911,644) |
| HCC Sales & Marketing | (666,948) | (608,862) |
| Total Net Income (Loss) | 1,261,434 | (3,520,506) |
| Total Equity | 43,426,835 | 60,600,491 |
| Total Liabilities and Equity | 48,270,887 | 64,375,095 |

Hawaii Convention Center
Facility
Income Statement
From 3/01/2024 Through 3/31/2024
(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) | 511,096 | 422,788 | 88,308 | 304,093 | 3,061,661 | 2,547,690 | 513,972 | 2,072,278 |
| Service Revenue | 131,354 | 130,150 | 1,204 | 120,020 | 1,389,171 | 737,930 | 651,241 | 949,144 |
| Total Direct Event Income | 642,450 | 552,938 | 89,512 | 424,112 | 4,450,832 | 3,285,620 | 1,165,212 | 3,021,423 |
| Direct Service Expenses | 288,859 | 263,154 | (25,705) | 206,267 | 2,461,866 | 1,816,767 | (645,099) | 1,518,272 |
| Net Direct Event Income | 353,590 | 289,784 | 63,807 | 217,846 | 1,988,966 | 1,468,853 | 520,113 | 1,503,151 |
| Ancillary Income | | | | | | | | |
| Food and Beverage (Net) | 603,337 | 357,930 | 245,407 | 216,999 | 7,495,224 | 4,381,983 | 3,113,241 | 2,966,818 |
| Event Parking (Net) | 163,249 | 137,842 | 25,407 | 125,235 | 879,619 | 889,464 | (9,844) | 711,801 |
| Electrical Services | 9,779 | 10,080 | (301) | 11,134 | 192,244 | 114,880 | 77,364 | 47,913 |
| Audio Visual | 71,902 | 37,160 | 34,742 | 47,407 | 478,801 | 266,450 | 212,351 | 324,043 |
| Internet Services | 0 | 0 | 0 | 0 | 63,310 | 0 | 63,310 | 1,831 |
| Rigging Services | 4,043 | 5,000 | (957) | 4,800 | 69,865 | 34,500 | 35,365 | 71,752 |
| Total Ancillary Income | 852,310 | 548,012 | 304,298 | 405,575 | 9,179,063 | 5,687,277 | 3,491,786 | 4,124,158 |
| Total Event Income | 1,205,901 | 837,796 | 368,105 | 623,420 | 11,168,029 | 7,156,130 | 4,011,899 | 5,627,309 |
| Other Operating Income | | | | | | | | |
| Non-Event Parking | 0 | 433 | (433) | 300 | 1,000 | 3,897 | (2,897) | 3,873 |
| Other Income | 161,616 | 10,042 | 151,574 | 11,225 | 1,160,081 | 90,378 | 1,069,703 | 97,453 |
| Total Other Operating Income | 161,616 | 10,475 | 151,141 | 11,525 | 1,161,081 | 94,275 | 1,066,806 | 101,326 |
| Total Gross Income | 1,367,517 | 848,271 | 519,246 | 634,945 | 12,329,110 | 7,250,405 | 5,078,706 | 5,728,635 |
| Net Salaries & Benefits | | | | | | | | |
| Salaries & Wages | 527,909 | 541,183 | 13,274 | 392,200 | 4,536,932 | 4,828,623 | 291,691 | 3,170,916 |
| Payroll Taxes & Benefits | 180,430 | 155,482 | (24,948) | 153,703 | 1,353,559 | 1,399,764 | 46,205 | 1,007,690 |
| Labor Allocations to Events | (74,395) | (78,444) | (4,049) | (47,908) | (733,349) | (535,957) | 197,392 | (430,287) |
| Total Net Salaries & Benefits | 633,944 | 618,221 | (15,723) | 497,995 | 5,157,143 | 5,692,430 | 535,287 | 3,748,319 |
| Other Indirect Expenses | | | | | | | | |
| Net Contracted Services | 55,120 | 42,820 | (12,300) | 57,124 | 505,880 | 354,851 | (151,029) | 546,435 |
| Operations | 11,018 | 13,099 | 2,081 | 13,245 | 165,080 | 117,891 | (47,189) | 99,223 |
| Repair & Maintenance | 92,121 | 110,021 | 17,900 | 90,525 | 772,391 | 990,189 | 217,798 | 809,088 |
| Operational Supplies | 110,692 | 63,680 | (47,012) | 50,740 | 675,075 | 626,896 | (48,179) | 440,137 |
| Insurance | 28,283 | 26,186 | (2,097) | 19,616 | 290,409 | 250,914 | (39,495) | 180,184 |
| Utilities | 251,119 | 275,489 | 24,370 | 263,428 | 2,184,530 | 2,192,973 | 8,443 | 2,157,795 |
| Meetings & Conventions | (1,070) | 804 | 1,874 | 4,811 | 21,571 | 16,786 | (4,785) | 23,162 |
| Promotions & Communications | 0 | 6,266 | 6,266 | 3,894 | 0 | 56,394 | 56,394 | 28,147 |
| General & Administrative | 47,937 | 41,686 | (6,251) | 45,750 | 330,989 | 341,989 | 11,000 | 345,992 |
| Management Fees | 19,433 | 19,433 | (0) | 19,033 | 174,900 | 174,897 | (3) | 171,298 |
| Other | 5,925 | 4,733 | (1,192) | 6,466 | 122,761 | 42,597 | (80,164) | 90,498 |
| Total Other Indirect | 620,577 | 604,217 | (16,360) | 574,632 | 5,243,585 | 5,166,377 | (77,208) | 4,891,960 |
| Net Income (Loss) before CIP Funded Expenses | 112,995 | (374,168) | 487,163 | (437,682) | 1,928,382 | (3,608,402) | 5,536,784 | (2,911,644) |
| CIP Funded Expenses | 267 | 0 | 267 | 402 | 71,453 | 0 | 71,453 | 1,087 |
| Net Income (Loss) from Operations | 113,262 | (374,168) | 487,430 | (437,280) | 1,999,834 | (3,608,402) | 5,608,237 | (2,910,557) |
| Fixed Asset Purchases | 21,930 | 25,000 | 3,070 | (364) | 127,696 | 225,000 | 97,304 | 153,813 |
| Net Income (Loss) After Fixed Asset Purchases | 91,333 | (399,168) | 490,500 | (436,916) | 1,872,139 | (3,833,402) | 5,705,541 | (3,064,370) |

Hawaii Convention Center
Facility
Income Statement
From 3/01/2024 Through 3/31/2024
(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 | 1,098,641 | 681,365 | 417,276 | 565,538 | 12,025,248 | 8,352,214 | 3,673,034 | 5,419,227 |
| Facility | 1,072,431 | 777,951 | 294,480 | 640,531 | 7,425,215 | 4,846,562 | 2,578,653 | 4,401,030 |
| Total Revenues | <u>2,171,072</u> | <u>1,459,316</u> | <u>711,756</u> | <u>1,206,069</u> | <u>19,450,463</u> | <u>13,198,776</u> | <u>6,251,687</u> | <u>9,820,257</u> |
| Expenses | | | | | | | | |
| Food & Beverage | 709,794 | 525,386 | (184,408) | 544,225 | 6,603,901 | 5,870,246 | (733,655) | 3,803,403 |
| Facility | 1,348,283 | 1,308,097 | (40,186) | 1,099,527 | 10,918,181 | 10,936,932 | 18,752 | 8,928,498 |
| Total Expenses | <u>2,058,076</u> | <u>1,833,483</u> | <u>(224,593)</u> | <u>1,643,752</u> | <u>17,522,081</u> | <u>16,807,178</u> | <u>(714,903)</u> | <u>12,731,901</u> |
| Net Income (Loss) before CIP Funded Expenses | <u>112,995</u> | <u>(374,168)</u> | <u>487,163</u> | <u>(437,682)</u> | <u>1,928,382</u> | <u>(3,608,402)</u> | <u>5,536,784</u> | <u>(2,911,644)</u> |
| CIP Funded Expenses | <u>267</u> | <u>0</u> | <u>267</u> | <u>402</u> | <u>71,453</u> | <u>0</u> | <u>71,453</u> | <u>1,087</u> |
| Net Income (Loss) from Operations | <u>113,262</u> | <u>(374,168)</u> | <u>487,430</u> | <u>(437,280)</u> | <u>1,999,835</u> | <u>(3,608,402)</u> | <u>5,608,237</u> | <u>(2,910,557)</u> |
| Fixed Asset Purchases | <u>21,930</u> | <u>25,000</u> | <u>3,070</u> | <u>(364)</u> | <u>127,696</u> | <u>225,000</u> | <u>97,304</u> | <u>153,813</u> |
| Net Income (Loss) after Fixed Asset Purchases | <u><u>91,332</u></u> | <u><u>(399,168)</u></u> | <u><u>490,500</u></u> | <u><u>(436,916)</u></u> | <u><u>1,872,139</u></u> | <u><u>(3,833,402)</u></u> | <u><u>5,705,541</u></u> | <u><u>(3,064,370)</u></u> |

4.1

HTA FY24 Tourism General Fund Budget Statement

Year to Date March 31, 2024

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Budget Statement
Year to Date March 31, 2024

| Account Code | Account Title | Budget | YTD Paid | Remaining Encumbrances | YTD Paid + Remaining Encumbrance (Used) | Budget vs. Used |
|--------------|--|--------------|---------------------|---------------------------|--|-----------------------|
| 01 | Destination Management | | | | | |
| 014 | Pono Travel Education Program | | | | | |
| | | 1,334,513.00 | 0.00 | 0.00 | 0.00 | 1,334,513.00 |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>854,418.75</u> | <u>480,094.25</u> | <u>1,334,513.00</u> | <u>(1,334,513.00)</u> |
| Total 014 | Pono Travel Education Program | 1,334,513.00 | 854,418.75 | 480,094.25 | 1,334,513.00 | 0.00 |
| 201 | Kukulu Ola: Living Hawaiian Cultural Prog | | | | | |
| | | 1,660,000.00 | 0.00 | 0.00 | 0.00 | 1,660,000.00 |
| CON 21033 | HTA x HCF Implementation of Kukulu Ola & | 0.00 | 300,000.00 | 150,000.00 | 450,000.00 | (450,000.00) |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>780,287.00</u> | <u>429,713.00</u> | <u>1,210,000.00</u> | <u>(1,210,000.00)</u> |
| Total 201 | Kukulu Ola: Living Hawaiian Cultural Prog | 1,660,000.00 | 1,080,287.00 | 579,713.00 | 1,660,000.00 | 0.00 |
| 218 | Hawaiian Culture Festivals and Events | | | | | |
| | | 110,000.00 | 0.00 | 0.00 | 0.00 | 110,000.00 |
| CON 21038 | for Kauai, Maui Nui, Oahu and Hawaii Island | 0.00 | 0.00 | 80,000.00 | 80,000.00 | (80,000.00) |
| CON 23015 | Statewide King Kamehameha Celebration | <u>0.00</u> | <u>0.00</u> | <u>30,000.00</u> | <u>30,000.00</u> | <u>(30,000.00)</u> |
| Total 218 | Hawaiian Culture Festivals and Events | 110,000.00 | 0.00 | 110,000.00 | 110,000.00 | 0.00 |
| 402 | Aloha Aina (formerly NR and Leg Prov NR) | | | | | |
| | | 1,660,000.00 | 0.00 | 0.00 | 0.00 | 1,660,000.00 |
| CON 21033 | HTA x HCF Implementation of Kukulu Ola & | 0.00 | 300,000.00 | 150,000.00 | 450,000.00 | (450,000.00) |
| CON 21038 | for Kauai, Maui Nui, Oahu and Hawaii Island | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>773,020.00</u> | <u>436,980.00</u> | <u>1,210,000.00</u> | <u>(1,210,000.00)</u> |
| Total 402 | Aloha Aina (formerly NR and Leg Prov NR) | 1,660,000.00 | 1,073,020.00 | 586,980.00 | 1,660,000.00 | 0.00 |
| 409 | Tour Guide Certification Licensure Program | | | | | |
| | | 99,600.00 | 0.00 | 0.00 | 0.00 | 99,600.00 |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>21,000.00</u> | <u>78,600.00</u> | <u>99,600.00</u> | <u>(99,600.00)</u> |
| Total 409 | Tour Guide Certification Licensure Program | 99,600.00 | 21,000.00 | 78,600.00 | 99,600.00 | 0.00 |
| 653 | Hotspot Mitigation | | | | | |
| | | 141,000.00 | 0.00 | 0.00 | 0.00 | 141,000.00 |
| CON 22022 | East Side Mobility Hub Project Plan | 0.00 | 0.00 | 70,000.00 | 70,000.00 | (70,000.00) |
| CON 22025 | Community Tourism Collaborative at Pohoiki | <u>0.00</u> | <u>40,000.00</u> | <u>31,000.00</u> | <u>71,000.00</u> | <u>(71,000.00)</u> |
| Total 653 | Hotspot Mitigation | 141,000.00 | 40,000.00 | 101,000.00 | 141,000.00 | 0.00 |
| 655 | Community Engagement | | | | | |
| | | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Total 655 | Community Engagement | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 656 | Community Tourism Collaborative | | | | | |
| | | 1,948,688.00 | 0.00 | 0.00 | 0.00 | 1,948,688.00 |
| CON 22025 | Community Tourism Collaborative at Pohoiki | 0.00 | 30,000.00 | 24,000.00 | 54,000.00 | (54,000.00) |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>296,728.00</u> | <u>1,597,960.00</u> | <u>1,894,688.00</u> | <u>(1,894,688.00)</u> |
| Total 656 | Community Tourism Collaborative | 1,948,688.00 | 326,728.00 | 1,621,960.00 | 1,948,688.00 | 0.00 |
| 657 | Tourism Excellence Accreditation | | | | | |
| | | 274,000.00 | 0.00 | 0.00 | 0.00 | 274,000.00 |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>20,875.00</u> | <u>253,125.00</u> | <u>274,000.00</u> | <u>(274,000.00)</u> |
| Total 657 | Tourism Excellence Accreditation | 274,000.00 | 20,875.00 | 253,125.00 | 274,000.00 | 0.00 |
| 700 | Signature Events | | | | | |
| | | 2,840,000.00 | 0.00 | 0.00 | 0.00 | 2,840,000.00 |
| CON 21038 | for Kauai, Maui Nui, Oahu and Hawaii Island | 0.00 | 270,000.00 | 280,000.00 | 550,000.00 | (550,000.00) |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>1,641,492.00</u> | <u>648,508.00</u> | <u>2,290,000.00</u> | <u>(2,290,000.00)</u> |
| Total 700 | Signature Events | 2,840,000.00 | 1,911,492.00 | 928,508.00 | 2,840,000.00 | 0.00 |
| 701 | Community Enrichment Program | | | | | |

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Budget Statement
Year to Date March 31, 2024

| Account Code | Account Title | Budget | YTD Paid | Remaining Encumbrances | YTD Paid + Remaining Encumbrance (Used) | Budget vs. Used |
|-----------------|---|----------------------|---------------------|---------------------------|--|-----------------------|
| | | 2,460,000.00 | 0.00 | 0.00 | 0.00 | 2,460,000.00 |
| CON 21038 | for Kauai, Maui Nui, Oahu and Hawaii Island | 0.00 | 492,081.00 | 57,919.00 | 550,000.00 | (550,000.00) |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>1,097,856.00</u> | <u>812,144.00</u> | <u>1,910,000.00</u> | <u>(1,910,000.00)</u> |
| Total 701 | Community Enrichment Program | 2,460,000.00 | 1,589,937.00 | 870,063.00 | 2,460,000.00 | 0.00 |
| 702 | Community Product Capacity Building (formerly Workshops) | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Total 702 | Community Product Capacity Building (formerly V | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 705 | Community Programs - Unallocated | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Total 705 | Community Programs - Unallocated | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 718 | Resort Area Hawaiian Cultural Initiative | <u>1,036,158.48</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>1,036,158.48</u> |
| CON 23008 | Support Services for Destination Stewardship | | 314,698.00 | 644,925.58 | 959,623.58 | (959,623.58) |
| Total 718 | Resort Area Hawaiian Cultural Initiative | 1,036,158.48 | 314,698.00 | 644,925.58 | 959,623.58 | 76,534.90 |
| 722 | Resort Area Programs | | | | | |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Total 722 | Resort Area Programs | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 738 | Smart Tourism Initiative | <u>350,000.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>350,000.00</u> |
| CON 23008 | Support Services for Destination Stewardship | <u>0.00</u> | <u>0.00</u> | <u>350,000.00</u> | <u>350,000.00</u> | <u>(350,000.00)</u> |
| Total 738 | Smart Tourism Initiative | <u>350,000.00</u> | <u>0.00</u> | <u>350,000.00</u> | <u>350,000.00</u> | <u>0.00</u> |
| Subtotal | Destination Management | 13,913,959.48 | 7,232,455.75 | 6,604,968.83 | 13,837,424.58 | 76,534.90 |
| 02 | Planning and Evaluation | | | | | |
| 004 | Cruise Infrastructure Improvements and Arrival Experience | | | | | |
| CON 21013 | Hawai'i Cruise Industry Consultant Services// | 111,000.00 | 0.00 | 0.00 | 0.00 | 111,000.00 |
| | | <u>0.00</u> | <u>60,241.70</u> | <u>50,758.30</u> | <u>111,000.00</u> | <u>(111,000.00)</u> |
| Total 004 | Cruise Infrastructure Improvements and Arrival E | 111,000.00 | 60,241.70 | 50,758.30 | 111,000.00 | 0.00 |
| 010 | HTUS/HTJ Campaign Effectiveness Study | | | | | |
| CON 22011 | Campaign Effectiveness Studies for USA and | 213,000.00 | 0.00 | 0.00 | 0.00 | 213,000.00 |
| | | <u>0.00</u> | <u>141,000.00</u> | <u>72,000.00</u> | <u>213,000.00</u> | <u>(213,000.00)</u> |
| Total 010 | HTUS/HTJ Campaign Effectiveness Study | 213,000.00 | 141,000.00 | 72,000.00 | 213,000.00 | 0.00 |
| 506 | Infrastructure Research (Accommodations and Airseats) | | | | | |
| IR | Internal Requisitions | 62,351.00 | 0.00 | 0.00 | 0.00 | 62,351.00 |
| | | <u>0.00</u> | <u>62,350.79</u> | <u>0.00</u> | <u>62,350.79</u> | <u>(62,350.79)</u> |
| Total 506 | Infrastructure Research (Accommodations and Airs | 62,351.00 | 62,350.79 | 0.00 | 62,350.79 | 0.21 |
| 509 | Tourism Strategic Plan Update | | | | | |
| PON 24007 | Planning Svcs for Messaging Strategy and Tc | 75,000.00 | 0.00 | 0.00 | 0.00 | 75,000.00 |
| Total 509 | Tourism Strategic Plan Update | <u>0.00</u> | <u>56,030.07</u> | <u>18,969.93</u> | <u>75,000.00</u> | <u>(75,000.00)</u> |
| | | 75,000.00 | 56,030.07 | 18,969.93 | 75,000.00 | 0.00 |
| 652 | Planning Tools and Assessments | | | | | |
| CON 22001 | HTA Website Support Services | 46,635.00 | 0.00 | 0.00 | 0.00 | 46,635.00 |
| | | 0.00 | 0.00 | 750.00 | 750.00 | (750.00) |
| CON 22015 | Creation of Infographics | 0.00 | 0.00 | 45,166.47 | 45,166.47 | (45,166.47) |
| IR | Internal Requisitions | <u>0.00</u> | <u>0.00</u> | <u>418.85</u> | <u>418.85</u> | <u>(418.85)</u> |
| Total 652 | Planning Tools and Assessments | 46,635.00 | 0.00 | 46,335.32 | 46,335.32 | 299.68 |
| 654 | Program Evaluation | | | | | |
| | | 162,148.00 | 0.00 | 0.00 | 0.00 | 162,148.00 |

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Budget Statement
Year to Date March 31, 2024

| Account Code | Account Title | Budget | YTD Paid | Remaining Encumbrances | YTD Paid + Remaining Encumbrance (Used) | Budget vs. Used |
|-----------------|---|-------------------|-------------------|---------------------------|--|---------------------|
| CON 22004 | Evaluation of Selected 2022 and 2023 Fest 8 | 0.00 | 115,062.00 | 14,395.00 | 129,457.00 | (129,457.00) |
| CON 22020 | Program Evaluation and Monitoring | <u>0.00</u> | <u>32,690.69</u> | <u>0.00</u> | <u>32,690.69</u> | <u>(32,690.69)</u> |
| Total 654 | Program Evaluation | 162,148.00 | 147,752.69 | 14,395.00 | 162,147.69 | 0.31 |
| 698 | Travel - Planning | 30,000.00 | 0.00 | 0.00 | 0.00 | 30,000.00 |
| IR | Internal Requisitions | 0.00 | 440.00 | 0.00 | 440.00 | (440.00) |
| PTE | PTE | <u>0.00</u> | <u>1,792.17</u> | <u>1,006.56</u> | 2,798.73 | <u>(2,798.73)</u> |
| Total 698 | Travel - Planning | 30,000.00 | 2,232.17 | 1,006.56 | 3,238.73 | 26,761.27 |
| 731 | Community-Based Tourism - Oahu | <u>46,675.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>46,675.00</u> |
| PON 24007 | Planning Svcs for Messaging Strategy and Tc | <u>0.00</u> | <u>0.00</u> | <u>46,675.00</u> | <u>46,675.00</u> | <u>(46,675.00)</u> |
| Total 731 | Community-Based Tourism - Oahu | 46,675.00 | 0.00 | 46,675.00 | 46,675.00 | 0.00 |
| 732 | Community-Based Tourism - Maui County | 24,659.65 | 0.00 | 0.00 | 0.00 | 24,659.65 |
| 000000000 | Committed Only | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| PON 24007 | Planning Svcs for Messaging Strategy and Tc | <u>0.00</u> | <u>24,659.65</u> | <u>0.00</u> | <u>24,659.65</u> | <u>(24,659.65)</u> |
| Total 732 | Community-Based Tourism - Maui County | 24,659.65 | 24,659.65 | 0.00 | 24,659.65 | 0.00 |
| 733 | Community-Based Tourism - Hawaii Island | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Total 733 | Community-Based Tourism - Hawaii Island | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 734 | Community-Based Tourism - Kauai | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Total 734 | Community-Based Tourism - Kauai | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Subtotal | Planning and Evaluation | 771,468.65 | 494,267.07 | 250,140.11 | 744,407.18 | 27,061.47 |
| 03 | Workforce | | | | | |
| 803 | Future Workforce Development (LEI) | 99,950.00 | 0.00 | 0.00 | 0.00 | 99,950.00 |
| 000000000 | Committed Only | <u>0.00</u> | <u>0.00</u> | <u>99,950.00</u> | <u>99,950.00</u> | <u>(99,950.00)</u> |
| Total 803 | Future Workforce Development (LEI) | <u>99,950.00</u> | <u>0.00</u> | <u>99,950.00</u> | <u>99,950.00</u> | <u>0.00</u> |
| Subtotal | Workforce | 99,950.00 | 0.00 | 99,950.00 | 99,950.00 | 0.00 |
| 04 | Perpetuating Hawaiian Culture | | | | | |
| 202 | Hawaiian Culture Initiative | <u>140,000.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>140,000.00</u> |
| 000000000 | PPW Encumbrance | <u>0.00</u> | <u>0.00</u> | <u>140,000.00</u> | <u>140,000.00</u> | <u>(140,000.00)</u> |
| Total 202 | Hawaiian Culture Initiative | 140,000.00 | 0.00 | 140,000.00 | 140,000.00 | 0.00 |
| 203 | Ma'ema'e HTA | 30,020.00 | 0.00 | 0.00 | 0.00 | 30,020.00 |
| CON 18200 | Native Hawn Hospitality Assn 2018(NativeHa | <u>0.00</u> | <u>30,020.00</u> | <u>0.00</u> | <u>30,020.00</u> | <u>(30,020.00)</u> |
| Total 203 | Ma'ema'e HTA | 30,020.00 | 30,020.00 | 0.00 | 30,020.00 | 0.00 |
| 204 | Market Support | 20,465.10 | 0.00 | 0.00 | 0.00 | 20,465.10 |
| IR | Internal Requisitions | <u>0.00</u> | <u>15,526.84</u> | <u>4,938.26</u> | <u>20,465.10</u> | <u>(20,465.10)</u> |
| Total 204 | Market Support | 20,465.10 | 15,526.84 | 4,938.26 | 20,465.10 | 0.00 |
| 206 | Kahea Program - Harbor Greetings | 207,330.00 | 0.00 | 0.00 | 0.00 | 207,330.00 |
| CON 21035 | Hilo Kahea Harbor Greetings | 0.00 | 7,500.00 | 45,000.00 | 52,500.00 | (52,500.00) |
| CON 21036 | Kona Kahea Harbor Greetings | <u>0.00</u> | <u>17,400.00</u> | <u>74,600.00</u> | 92,000.00 | <u>(92,000.00)</u> |
| CO n 24011 | Kahea Harbor Greetings | <u>0.00</u> | <u>0.00</u> | <u>62,830.00</u> | <u>62,830.00</u> | <u>(62,830.00)</u> |
| Total 206 | Kahea Program - Harbor Greetings | 207,330.00 | 24,900.00 | 182,430.00 | 207,330.00 | 0.00 |

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Budget Statement
Year to Date March 31, 2024

| Account Code | Account Title | Budget | YTD Paid | Remaining Encumbrances | YTD Paid + Remaining Encumbrance (Used) | Budget vs. Used |
|-----------------|---|---------------------|-------------------|---------------------------|--|-----------------------|
| 207 | Kahea Program - Airport Greetings | | | | | |
| | | 700,000.00 | 0.00 | 0.00 | 0.00 | 700,000.00 |
| MOA 21039 | Kahea Airport Greetings | <u>0.00</u> | <u>630,000.00</u> | <u>70,000.00</u> | <u>700,000.00</u> | <u>(700,000.00)</u> |
| Total 207 | Kahea Program - Airport Greetings | 700,000.00 | 630,000.00 | 70,000.00 | 700,000.00 | 0.00 |
| 214 | Legacy Award Program | | | | | |
| | | 50,000.00 | 0.00 | 0.00 | 0.00 | 50,000.00 |
| CON 24002 | Hawaii Tourism Conference 2023 | <u>0.00</u> | <u>25,000.00</u> | <u>25,000.00</u> | <u>50,000.00</u> | <u>(50,000.00)</u> |
| Total 214 | Legacy Award Program | 50,000.00 | 25,000.00 | 25,000.00 | 50,000.00 | 0.00 |
| 216 | Olelo Hawaii | | | | | |
| | | 200,000.00 | 0.00 | 0.00 | 0.00 | 200,000.00 |
| CON 20195 | HE AUPUNI PALAPALA: Preserving and Digiti | <u>0.00</u> | <u>100,000.00</u> | <u>100,000.00</u> | <u>200,000.00</u> | <u>(200,000.00)</u> |
| Total 216 | Olelo Hawaii | 200,000.00 | 100,000.00 | 100,000.00 | 200,000.00 | 0.00 |
| 298 | Travel - Hawaiian Culture | | | | | |
| | | 10,000.00 | 0.00 | 0.00 | 0.00 | 10,000.00 |
| PTE | PTE | <u>0.00</u> | <u>4,049.81</u> | <u>992.47</u> | <u>5,042.28</u> | <u>(5,042.28)</u> |
| Total 298 | Travel - Hawaiian Culture | 10,000.00 | 4,049.81 | 992.47 | 5,042.28 | 4,957.72 |
| 374 | Surfing | | | | | |
| | | 50,000.00 | 0.00 | 0.00 | 0.00 | 50,000.00 |
| CON 23009 | World Surf League/HTA Partnership 2023-20 | <u>0.00</u> | <u>0.00</u> | <u>50,000.00</u> | <u>50,000.00</u> | <u>(50,000.00)</u> |
| Total 374 | Surfing | <u>50,000.00</u> | <u>0.00</u> | <u>50,000.00</u> | <u>50,000.00</u> | <u>0.00</u> |
| Subtotal | Perpetuating Hawaiian Culture | 1,407,815.10 | 829,496.65 | 573,360.73 | 1,402,857.38 | 4,957.72 |
| 05 | Sports | | | | | |
| 312 | PGA Tour Contracts | | | | | |
| | | 1,947,500.00 | 0.00 | 0.00 | 0.00 | 1,947,500.00 |
| 000000000 | Committed Only | <u>0.00</u> | <u>0.00</u> | <u>1,947,500.00</u> | <u>1,947,500.00</u> | <u>(1,947,500.00)</u> |
| Total 312 | PGA Tour Contracts | 1,947,500.00 | 0.00 | 1,947,500.00 | 1,947,500.00 | 0.00 |
| 346 | Sport Opportunity Fund | | | | | |
| | | 500,000.00 | 0.00 | 0.00 | 0.00 | 500,000.00 |
| CON 23010 | 2023 LA Clippers Partnership | <u>0.00</u> | <u>500,000.00</u> | <u>0.00</u> | <u>500,000.00</u> | <u>(500,000.00)</u> |
| Total 346 | Sport Opportunity Fund | 500,000.00 | 500,000.00 | 0.00 | 500,000.00 | 0.00 |
| 378 | UH Athletics Branding Partnership | | | | | |
| | | 166,000.00 | 0.00 | 0.00 | 0.00 | 166,000.00 |
| CON 24003 | 2024-2026 Big West Conference Partnership | <u>0.00</u> | <u>0.00</u> | <u>166,000.00</u> | <u>166,000.00</u> | <u>(166,000.00)</u> |
| Total 378 | UH Athletics Branding Partnership | <u>166,000.00</u> | <u>0.00</u> | <u>166,000.00</u> | <u>166,000.00</u> | <u>0.00</u> |
| Subtotal | Sports | 2,613,500.00 | 500,000.00 | 2,113,500.00 | 2,613,500.00 | 0.00 |
| 06 | Safety & Security | | | | | |
| 601 | Visitor Assistance Programs | | | | | |
| | | 520,000.00 | 0.00 | 0.00 | 0.00 | 520,000.00 |
| CON 21040 | Visitor Assistance Program Oahu FY2022 | 0.00 | 270,000.00 | 0.00 | 270,000.00 | (270,000.00) |
| CON 21041 | Visitor Assistance Program Hawaii Island CY2 | 0.00 | 25,000.00 | 105,000.00 | 130,000.00 | (130,000.00) |
| CON 21042 | Visitor Assistance Program Kauai 2022 | 0.00 | 7,500.00 | 35,000.00 | 42,500.00 | (42,500.00) |
| CON 21043 | Visitor Assistance Program Maui 2022 | <u>0.00</u> | <u>42,500.00</u> | <u>35,000.00</u> | <u>77,500.00</u> | <u>(77,500.00)</u> |
| Total 601 | Visitor Assistance Programs | <u>520,000.00</u> | <u>345,000.00</u> | <u>175,000.00</u> | <u>520,000.00</u> | <u>0.00</u> |
| Subtotal | Safety & Security | 520,000.00 | 345,000.00 | 175,000.00 | 520,000.00 | 0.00 |
| 07 | Resident and Industry Communication & Outreach | | | | | |
| 101 | Community-Industry Outreach & Public Relations Svcs | | | | | |
| | | 392,220.51 | 0.00 | 0.00 | 0.00 | 392,220.51 |
| 000000000 | Committed Only | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Budget Statement
Year to Date March 31, 2024

| Account Code | Account Title | Budget | YTD Paid | Remaining Encumbrances | YTD Paid + Remaining Encumbrance (Used) | Budget vs. Used |
|-----------------|---|-------------------|-------------------|---------------------------|--|-----------------|
| CON 20010 | ANTHOLOGY MARKETING GROUP/PR COMM | 0.00 | 216,336.31 | 175,884.20 | 392,220.51 | (392,220.51) |
| Total 101 | Community-Industry Outreach & Public Relations | 392,220.51 | 216,336.31 | 175,884.20 | 392,220.51 | 0.00 |
| 102 | Hawai'i Tourism Summit | 164,922.00 | 0.00 | 0.00 | 0.00 | 164,922.00 |
| CON 24002 | Hawaii Tourism Conference 2023 | 0.00 | 150,000.00 | 14,922.00 | 164,922.00 | (164,922.00) |
| Total 102 | Hawai'i Tourism Summit | 164,922.00 | 150,000.00 | 14,922.00 | 164,922.00 | 0.00 |
| 103 | hawaiitourismauthority.org (formerly HTA web/Global Social) | 18,601.26 | 0.00 | 0.00 | 0.00 | 18,601.26 |
| CON 22001 | HTA Website Support Services | 0.00 | 12,501.00 | 6,100.26 | 18,601.26 | (18,601.26) |
| Total 103 | hawaiitourismauthority.org (formerly HTA web/G | 18,601.26 | 12,501.00 | 6,100.26 | 18,601.26 | 0.00 |
| Subtotal | Resident and Industry Communication & O | 575,743.77 | 378,837.31 | 196,906.46 | 575,743.77 | 0.00 |
| 08 | Branding | | | | | |
| 306 | Island-Based International Marketing | 500,000.00 | 0.00 | 0.00 | 0.00 | 500,000.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CON 24009 | Island Destination Brand Management & Mar | 0.00 | 250,000.00 | 250,000.00 | 500,000.00 | (500,000.00) |
| Total 306 | Island-Based International Marketing | 500,000.00 | 250,000.00 | 250,000.00 | 500,000.00 | 0.00 |
| 318 | gohawaii.com (formerly Online Website Coordination) | 62,000.00 | 0.00 | 0.00 | 0.00 | 62,000.00 |
| CON 21016 | Hawai'i Visitors and Convention Bureau-Supp | 0.00 | 0.00 | 62,000.00 | 62,000.00 | (62,000.00) |
| Total 318 | gohawaii.com (formerly Online Website Coordina | 62,000.00 | 0.00 | 62,000.00 | 62,000.00 | 0.00 |
| 320 | Island Chapters Staffing and Admin | 2,418,399.00 | 0.00 | 0.00 | 0.00 | 2,418,399.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CON 21030 | Island Chapter Support Services | 0.00 | 939,651.00 | 278,748.00 | 1,218,399.00 | (1,218,399.00) |
| CON 24009 | Island Destination Brand Management & Mar | 0.00 | 600,000.00 | 600,000.00 | 1,200,000.00 | (1,200,000.00) |
| Total 320 | Island Chapters Staffing and Admin | 2,418,399.00 | 1,539,651.00 | 878,748.00 | 2,418,399.00 | 0.00 |
| 321 | US (formerly North America) | 14,956,927.00 | 0.00 | 0.00 | 0.00 | 14,956,927.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CON 17029 | USA MMA - Hawaii Visitors & Convention Bur | 0.00 | 1,286,927.00 | 0.00 | 1,286,927.00 | (1,286,927.00) |
| CON 23003 | USA MMA | 0.00 | 7,070,000.00 | 5,250,000.00 | 12,320,000.00 | (12,320,000.00) |
| CON 24006 | US Maui Marketing Recovery Plan FY24 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CON 24017 | US Marketing Maui Recovery Plan | 0.00 | 0.00 | 1,350,000.00 | 1,350,000.00 | (1,350,000.00) |
| Total 321 | US (formerly North America) | 14,956,927.00 | 8,356,927.00 | 6,600,000.00 | 14,956,927.00 | 0.00 |
| 322 | Canada | 1,837,186.00 | 0.00 | 0.00 | 0.00 | 1,837,186.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CON 21029 | Canada MMA Marketing Management Service | 0.00 | 19,006.00 | 0.00 | 19,006.00 | (19,006.00) |
| CON 23016 | Canada MMA | 0.00 | 578,351.09 | 339,828.91 | 918,180.00 | (918,180.00) |
| CON 24005 | Canada Marketing Maui Recovery Plan | 0.00 | 270,000.00 | 630,000.00 | 900,000.00 | (900,000.00) |
| Total 322 | Canada | 1,837,186.00 | 867,357.09 | 969,828.91 | 1,837,186.00 | 0.00 |
| 323 | Japan | 8,370,002.00 | 0.00 | 0.00 | 0.00 | 8,370,002.00 |
| CON 23004 | Japan MMA - a.link | 0.00 | 5,560,002.00 | 2,810,000.00 | 8,370,002.00 | (8,370,002.00) |
| Total 323 | Japan | 8,370,002.00 | 5,560,002.00 | 2,810,000.00 | 8,370,002.00 | 0.00 |
| 324 | Korea | 1,159,360.00 | 0.00 | 0.00 | 0.00 | 1,159,360.00 |

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Budget Statement
Year to Date March 31, 2024

| Account Code | Account Title | Budget | YTD Paid | Remaining Encumbrances | YTD Paid + Remaining Encumbrance (Used) | Budget vs. Used |
|-----------------|--|----------------------|----------------------|---------------------------|--|------------------|
| CON 20007 | Korea Major Market Area(AVIAREPS Marketir | 0.00 | 987,544.00 | 171,816.00 | 1,159,360.00 | (1,159,360.00) |
| Total 324 | Korea | 1,159,360.00 | 987,544.00 | 171,816.00 | 1,159,360.00 | 0.00 |
| 325 | Oceania | 1,121,820.00 | 0.00 | 0.00 | 0.00 | 1,121,820.00 |
| CON 21019 | Oceania MMA CY2021 Draft Attached/ WAL | 0.00 | 803,640.00 | 318,180.00 | 1,121,820.00 | (1,121,820.00) |
| Total 325 | Oceania | 1,121,820.00 | 803,640.00 | 318,180.00 | 1,121,820.00 | 0.00 |
| 326 | Europe | 518,180.00 | 0.00 | 0.00 | 0.00 | 518,180.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| CON 24004 | Europe MMA - HI Tourism Destination Brand | 0.00 | 200,000.00 | 318,180.00 | 518,180.00 | (518,180.00) |
| Total 326 | Europe | 518,180.00 | 200,000.00 | 318,180.00 | 518,180.00 | 0.00 |
| 339 | Global Digital Marketing Strategy (former Intl Online Strat) | 83,150.00 | 0.00 | 0.00 | 0.00 | 83,150.00 |
| CON 21016 | Hawai'i Visitors and Convention Bureau-Supp | 0.00 | 0.00 | 83,150.00 | 83,150.00 | (83,150.00) |
| Total 339 | Global Digital Marketing Strategy (former Intl On | 83,150.00 | 0.00 | 83,150.00 | 83,150.00 | 0.00 |
| 350 | Global Mkt Shared Resources (fka Intellect Prop Data Bank) | 1,654,850.00 | 0.00 | 0.00 | 0.00 | 1,654,850.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 750,000.00 | 750,000.00 | (750,000.00) |
| CON 21016 | Hawai'i Visitors and Convention Bureau-Supp | 0.00 | 525,000.00 | 379,850.00 | 904,850.00 | (904,850.00) |
| Total 350 | Global Mkt Shared Resources (fka Intellect Prop I | 1,654,850.00 | 525,000.00 | 1,129,850.00 | 1,654,850.00 | 0.00 |
| 380 | Marketing Opportunity Fund | 1,280.00 | 0.00 | 0.00 | 0.00 | 1,280.00 |
| IR | Internal Requisitions | 0.00 | 0.00 | 1,280.00 | 1,280.00 | (1,280.00) |
| Total 380 | Marketing Opportunity Fund | 1,280.00 | 0.00 | 1,280.00 | 1,280.00 | 0.00 |
| 397 | Memberships and Dues - Branding | 150,000.00 | 0.00 | 0.00 | 0.00 | 150,000.00 |
| IR | Internal Requisitions | 0.00 | 27,061.00 | 121,925.00 | 148,986.00 | (148,986.00) |
| Total 397 | Memberships and Dues - Branding | 150,000.00 | 27,061.00 | 121,925.00 | 148,986.00 | 1,014.00 |
| 398 | Travel - Branding | 50,000.00 | 0.00 | 0.00 | 0.00 | 50,000.00 |
| PTE | PTE | 0.00 | 7,239.31 | 14,773.47 | 22,012.78 | (22,012.78) |
| Total 398 | Travel - Branding | 50,000.00 | 7,239.31 | 14,773.47 | 22,012.78 | 27,987.22 |
| Subtotal | Branding | 32,883,154.00 | 19,124,421.40 | 13,729,731.38 | 32,854,152.78 | 29,001.22 |
| 09 | Convention Center Marketing | | | | | |
| 317 | Convention Center Sales & Marketing - City Wide | 2,069,444.00 | 0.00 | 0.00 | 0.00 | 2,069,444.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 625,000.00 | 625,000.00 | (625,000.00) |
| CON 22003 | Global MCI Mktg & Mgmnt Svcs for Hawaii | 0.00 | 1,444,444.00 | 0.00 | 1,444,444.00 | (1,444,444.00) |
| Total 317 | Convention Center Sales & Marketing - City Wide | 2,069,444.00 | 1,444,444.00 | 625,000.00 | 2,069,444.00 | 0.00 |
| 319 | MCI MFF | 287,000.00 | 0.00 | 0.00 | 0.00 | 287,000.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 226,500.00 | 226,500.00 | (226,500.00) |
| CON 22003 | Global MCI Mktg & Mgmnt Svcs for Hawaii | 0.00 | 287,000.00 | (226,500.00) | 60,500.00 | (60,500.00) |
| Total 319 | MCI MFF | 287,000.00 | 287,000.00 | 0.00 | 287,000.00 | 0.00 |
| 331 | Meetings, Convention & Incentives | 1,605,556.00 | 0.00 | 0.00 | 0.00 | 1,605,556.00 |
| 000000000 | Committed Only | 0.00 | 0.00 | 550,000.00 | 550,000.00 | (550,000.00) |
| CON 22003 | Global MCI Mktg & Mgmnt Svcs for Hawaii | 0.00 | 1,055,556.00 | 0.00 | 1,055,556.00 | (1,055,556.00) |
| Total 331 | Meetings, Convention & Incentives | 1,605,556.00 | 1,055,556.00 | 550,000.00 | 1,605,556.00 | 0.00 |
| Subtotal | Convention Center Marketing | 3,962,000.00 | 2,787,000.00 | 1,175,000.00 | 3,962,000.00 | 0.00 |

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Budget Statement
Year to Date March 31, 2024

| Account Code | Account Title | Budget | YTD Paid | Remaining Encumbrances | YTD Paid + Remaining Encumbrance (Used) | Budget vs. Used |
|-----------------------------------|---|----------------------|----------------------|---------------------------|--|-------------------|
| 10 | Admin | | | | | |
| 901 | General and Administrative | | | | | |
| | | 291,913.00 | 0.00 | 0.00 | 0.00 | 291,913.00 |
| CON 19162 | IT Support Services (ZR Systems Group LLC | 0.00 | 50,052.50 | 19,197.52 | 69,250.02 | (69,250.02) |
| CON 19195 | Hosting svc for HTA fin operating sys (NonPr | 0.00 | 8,917.06 | 2,002.94 | 10,920.00 | (10,920.00) |
| IR | Internal Requisitions | <u>0.00</u> | <u>115,631.14</u> | <u>96,111.37</u> | 211,742.51 | (211,742.51) |
| Total 901 | General and Administrative | 291,913.00 | 174,600.70 | 117,311.83 | 291,912.53 | 0.47 |
| 998 | Travel - Admin | | | | | |
| | | 50,000.00 | 0.00 | 0.00 | 0.00 | 50,000.00 |
| PTE | PTE | <u>0.00</u> | <u>7,062.67</u> | <u>10,814.51</u> | <u>17,877.18</u> | (17,877.18) |
| Total 998 | Travel - Admin | <u>50,000.00</u> | <u>7,062.67</u> | <u>10,814.51</u> | <u>17,877.18</u> | <u>32,122.82</u> |
| Subtotal | Admin | 341,913.00 | 181,663.37 | 128,126.34 | 309,789.71 | 32,123.29 |
| 11 | Governance & Org-Wide | | | | | |
| 915 | Organization-Wide | | | | | |
| | | 505,080.00 | 0.00 | 0.00 | 0.00 | 505,080.00 |
| CON 24010 | Hawaii Tourism Authority Governance Study | 0.00 | 0.00 | 294,400.00 | 294,400.00 | (294,400.00) |
| MOU 20187 | State of Hawaii Office of the Auditor - State c | <u>0.00</u> | <u>131,332.00</u> | <u>19,251.00</u> | <u>150,583.00</u> | (150,583.00) |
| IR | Internal Requisitions | <u>0.00</u> | <u>60,097.00</u> | <u>0.00</u> | <u>60,097.00</u> | (60,097.00) |
| Total 915 | Organization-Wide | 505,080.00 | 191,429.00 | 313,651.00 | 505,080.00 | 0.00 |
| 919 | Governance - Gen Board/Others | | | | | |
| | | 75,000.00 | 0.00 | 0.00 | 0.00 | 75,000.00 |
| IR | Internal Requisitions | 0.00 | 0.00 | 338.00 | 338.00 | (338.00) |
| PON 23007 | Aloha Data Services, Inc. | 0.00 | 29,842.80 | 26,685.34 | 56,528.14 | (56,528.14) |
| PTE | PTE | <u>0.00</u> | <u>6,664.56</u> | <u>4,096.76</u> | <u>10,761.32</u> | (10,761.32) |
| Total 919 | Governance - Gen Board/Others | <u>75,000.00</u> | <u>36,507.36</u> | <u>31,120.10</u> | <u>67,627.46</u> | <u>7,372.54</u> |
| Subtotal | Governance & Org-Wide | 580,080.00 | 227,936.36 | 344,771.10 | 572,707.46 | 7,372.54 |
| 12 | Salaries | | | | | |
| 930 | State Employee Salaries | | | | | |
| | | 2,330,416.00 | 0.00 | 0.00 | 0.00 | 2,330,416.00 |
| SW | Payroll (Salaries-Wages) | <u>0.00</u> | <u>1,676,994.00</u> | <u>653,422.00</u> | <u>2,330,416.00</u> | (2,330,416.00) |
| Total 930 | State Employee Salaries | 2,330,416.00 | 1,676,994.00 | 653,422.00 | 2,330,416.00 | 0.00 |
| Subtotal | Salaries | 2,330,416.00 | 1,676,994.00 | 653,422.00 | 2,330,416.00 | 0.00 |
| Tourism General Fund Total | | 60,000,000.00 | 33,778,071.91 | 26,044,876.95 | 59,822,948.86 | 177,051.14 |

4.2

HTA FY24 Tourism General Fund Budget Adjustment Summary Year to Date March 31, 2024

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Budget Adjustment Summary
Year to Date March 31, 2024

| Account Code | Account Title | Contract # | Original Tourism General Fund (GF) Budget | Incremental Budget Adjustments | Board Approved Budget | Other Adjustments | Final GF Budget |
|-----------------|---|-----------------------|---|--------------------------------------|--------------------------|--------------------|--------------------|
| 901 | General and Administrative | Con 19162 \$69,250 | 250,000 | - | 250,000 | 41,913 | 291,913 |
| 998 | Travel - Admin | | 50,000 | - | 50,000 | - | 50,000 |
| Subtotal | Admin | | 300,000 | | 300,000 | 41,913 | 341,913 |
| 306 | Island-Based International Marketing | Con 24009 | 800,000 | (130,000) | 670,000 | (170,000) | 500,000 |
| 318 | gohawaii.com (formerly Online Website Coordin | Con 21016 | 170,500 | (108,500) | 62,000 | - | 62,000 |
| 320 | Island Chapters Staffing and Admin | Con 21030 \$1,506,816 | 2,400,000 | - | 2,400,000 | 18,399 | 2,418,399 |
| 321 | US (formerly North America) | PPW \$930,000 | 16,025,000 | (1,900,000) | 14,125,000 | 831,927 | 14,956,927 |
| 322 | Canada | Con 21019 \$19,006 | 958,180 | 900,000 | 1,858,180 | (20,994) | 1,837,186 |
| 323 | Japan | Con 23004 | 7,020,002 | 1,350,000 | 8,370,002 | - | 8,370,002 |
| 324 | Korea | Con 20007 | 1,159,360 | - | 1,159,360 | - | 1,159,360 |
| 325 | Oceania | Con 21019 | 1,080,000 | - | 1,080,000 | 41,820 | 1,121,820 |
| 326 | Europe | Con 24004 | 518,180 | - | 518,180 | - | 518,180 |
| 329 | China | | - | - | - | - | - |
| 339 | Global Digital Marketing Strategy | Con 21016 | 20,000 | - | 20,000 | 63,150 | 83,150 |
| 350 | Global Mkt Shared Resources | Con 21016 \$750,000 | 2,134,500 | (416,500) | 1,718,000 | (63,150) | 1,654,850 |
| 380 | Marketing Opportunity Fund | Various | 174,000 | (100,000) | 74,000 | (72,720) | 1,280 |
| 398 | Travel - Branding | Various | 50,000 | - | 50,000 | - | 50,000 |
| 397 | Memberships and Dues - Branding | Various | 150,000 | - | 150,000 | - | 150,000 |
| Subtotal | Branding | | 32,659,722 | (405,000) | 32,254,722 | 628,432 | 32,883,154 |
| 014 | Pono Travel Education Program | Con 23008 | 1,100,000 | - | 1,100,000 | 234,513 | 1,334,513 |
| 201 | Kukulu Ola | Con 21033 \$450,000 | 1,200,000 | - | 1,200,000 | 460,000 | 1,660,000 |
| 218 | Hawaiian Culture Festivals and Events | Con 21038 \$160,000 | 600,000 | - | 600,000 | (490,000) | 110,000 |
| 219 | Hookipa Malihini Initiative | TBD | 1,010,000 | - | 1,010,000 | (1,010,000) | - |
| 402 | Kahu 'aina | Con 21033 \$450,000 | 1,200,000 | - | 1,200,000 | 460,000 | 1,660,000 |
| 406 | Visitor Impact Program | | - | - | - | - | - |
| 409 | Tour Guide Certification Licensure Program | Con 23008 | - | - | - | 99,600 | 99,600 |
| 653 | Hotspot Mitigation | Con 22022 \$70,000 | 1,541,000 | - | 1,541,000 | (1,400,000) | 141,000 |
| 655 | Community Engagement | TBD | 160,000 | - | 160,000 | (160,000) | - |
| 656 | Community Tourism Collaborative | Con 22025 \$54,000 | 1,256,500 | - | 1,256,500 | 692,188 | 1,948,688 |
| 657 | Tourism Excellence Accreditation | Con 23008 | 360,000 | - | 360,000 | (86,000) | 274,000 |
| 700 | Signature Events | Con 21038 \$1,030,000 | 1,800,000 | (415,000) | 1,385,000 | 1,455,000 | 2,840,000 |
| 701 | Community Enrichment Program | Con 21038 \$807,919 | 1,600,000 | (415,000) | 1,185,000 | 1,275,000 | 2,460,000 |
| 702 | Community Product Capacity Building (formerly | Con 23008 | 450,000 | - | 450,000 | (450,000) | - |
| 705 | Community Programs - Unallocated | TBD | 950,000 | - | 950,000 | (950,000) | - |
| 718 | Resort Area Hawaiian Cultural Initiative | Con 23008 | 250,000 | - | 250,000 | 786,159 | 1,036,159 |
| 738 | Smart Tourism Initiative CNHA | Con 23008 | - | - | - | 350,000 | 350,000 |
| 802 | Current Workforce Development (Industry Career Dev) | | 350,000 | - | 350,000 | (350,000) | - |
| Subtotal | Destination Management | | 13,827,500 | (830,000) | 12,997,500 | 916,460 | 13,913,960 |
| 915 | Organization-Wide | Con 24010 \$294,400 | 425,000 | - | 425,000 | 80,080 | 505,080 |
| 919 | Governance - Gen Board/Others | IR \$338 | 150,000 | - | 150,000 | (75,000) | 75,000 |
| Subtotal | Governance & Org-Wide | | 575,000 | | 575,000 | 5,080 | 580,080 |
| 317 | Convention Center Sales & Marketing - City Wic | Con 22003 | 1,650,000 | 175,000 | 1,825,000 | 244,444 | 2,069,444 |
| 319 | MCI MFF | Con 22003 | 200,000 | - | 200,000 | 87,000 | 287,000 |
| 331 | Meetings, Convention & Incentives | Con 22003 | 1,150,000 | - | 1,150,000 | 455,556 | 1,605,556 |
| Subtotal | Hawai'i Convention Center Marketing | | 3,000,000 | 175,000 | 3,175,000 | 787,000 | 3,962,000 |
| 202 | Hawaiian Culture Initiative | Olelo \$50,000 | 450,000 | - | 450,000 | (310,000) | 140,000 |
| 203 | Ma'ema'e HTA | Con 18200 | 25,000 | - | 25,000 | 5,020 | 30,020 |
| 204 | Market Support | IR | 50,000 | - | 50,000 | (29,535) | 20,465 |
| 206 | Kahea Program - Harbor Greetings | Con 21035 \$12,500 | 191,500 | - | 191,500 | 15,830 | 207,330 |
| 207 | Kahea Program - Airport Greetings | MOA 21039 | 700,000 | - | 700,000 | - | 700,000 |
| 214 | Legacy Award Program | Con 24002 | 50,000 | - | 50,000 | - | 50,000 |
| 216 | Olelo Hawaii | Con 20195 | 800,000 | (375,000) | 425,000 | (225,000) | 200,000 |
| 298 | Travel - Hawaiian Culture | PTE | 10,000 | - | 10,000 | - | 10,000 |
| 374 | Surfing | Con 23009 | 125,000 | (75,000) | 50,000 | - | 50,000 |
| 406 | Visitor Impact Program | MOA 22012 | 10,000 | (10,000) | - | - | - |
| Subtotal | Perpetuating Hawaiian Culture | | 2,411,500 | (460,000) | 1,951,500 | (543,685) | 1,407,815 |
| 004 | Cruise Infrastructure Improvements and Arrival | Con 21013 | 100,000 | - | 100,000 | 11,000 | 111,000 |
| 005 | Route Development Program (PAUSE) | N/A | 250,000 | (250,000) | - | - | - |
| 010 | HTUS/HTJ Campaign Effectiveness Study | Con 22011 | 260,000 | - | 260,000 | (47,000) | 213,000 |
| 506 | Infrastructure Research (Accommodations and , IR | | 62,351 | - | 62,351 | - | 62,351 |
| 509 | Tourism Strategic Plan Update (Governance St | Con 24007 \$75,000 | 300,000 | - | 300,000 | (225,000) | 75,000 |
| 652 | Planning Tools and Assessments | Con 22001 \$1,050 | 45,166 | - | 45,166 | 1,469 | 46,635 |
| 654 | Program Evaluation | Con 22004 \$183,627 | 313,933 | (151,785) | 162,148 | - | 162,148 |
| 698 | Travel - Planning | PTE | 30,000 | - | 30,000 | - | 30,000 |
| 731 | Community-Based Tourism - Oahu | Pon 24022 \$46,675 | 593,750 | (164,387) | 429,363 | (382,688) | 46,675 |
| 732 | Community-Based Tourism - Maui County | PPW \$70,000 | 568,750 | (300,000) | 268,750 | (244,090) | 24,660 |
| 733 | Community-Based Tourism - Hawaii Island | N/A | 556,250 | (450,000) | 106,250 | (106,250) | - |
| 734 | Community-Based Tourism - Kauai | N/A | 556,250 | (450,000) | 106,250 | (106,250) | - |
| TBD | Maui Resident Communications Campaign | | - | - | - | - | - |
| Subtotal | Planning and Evaluation | | 3,636,450 | (1,766,172) | 1,870,278 | (1,098,809) | 771,469 |
| 101 | Community-Industry Outreach & Public Relation | Con 20010 S8 | 640,000 | - | 640,000 | (247,780) | 392,220 |
| 102 | Hawai'i Tourism Summit | Con 24002 | 250,000 | - | 250,000 | (85,078) | 164,922 |
| 103 | hawaiiourismauthority.org (formerly HTA web/G | Con 22001 | 150,000 | - | 150,000 | (131,399) | 18,601 |
| Subtotal | Resident and Industry Communication & Outreach | | 1,040,000 | | 1,040,000 | (464,257) | 575,743 |
| 601 | Visitor Assistance Programs | Con 21040 - 21043 | 520,000 | - | 520,000 | - | 520,000 |
| Subtotal | Safety & Security | | 520,000 | | 520,000 | | 520,000 |
| 930 | State Employee Salaries - Admin & Branding | | 3,000,000 | (500,000) | 2,500,000 | (169,584) | 2,330,416 |
| Subtotal | Salaries | | 3,000,000 | (500,000) | 2,500,000 | (169,584) | 2,330,416 |
| 312 | PGA Tour Contracts | PON 24008 | 2,000,000 | - | 2,000,000 | (52,500) | 1,947,500 |

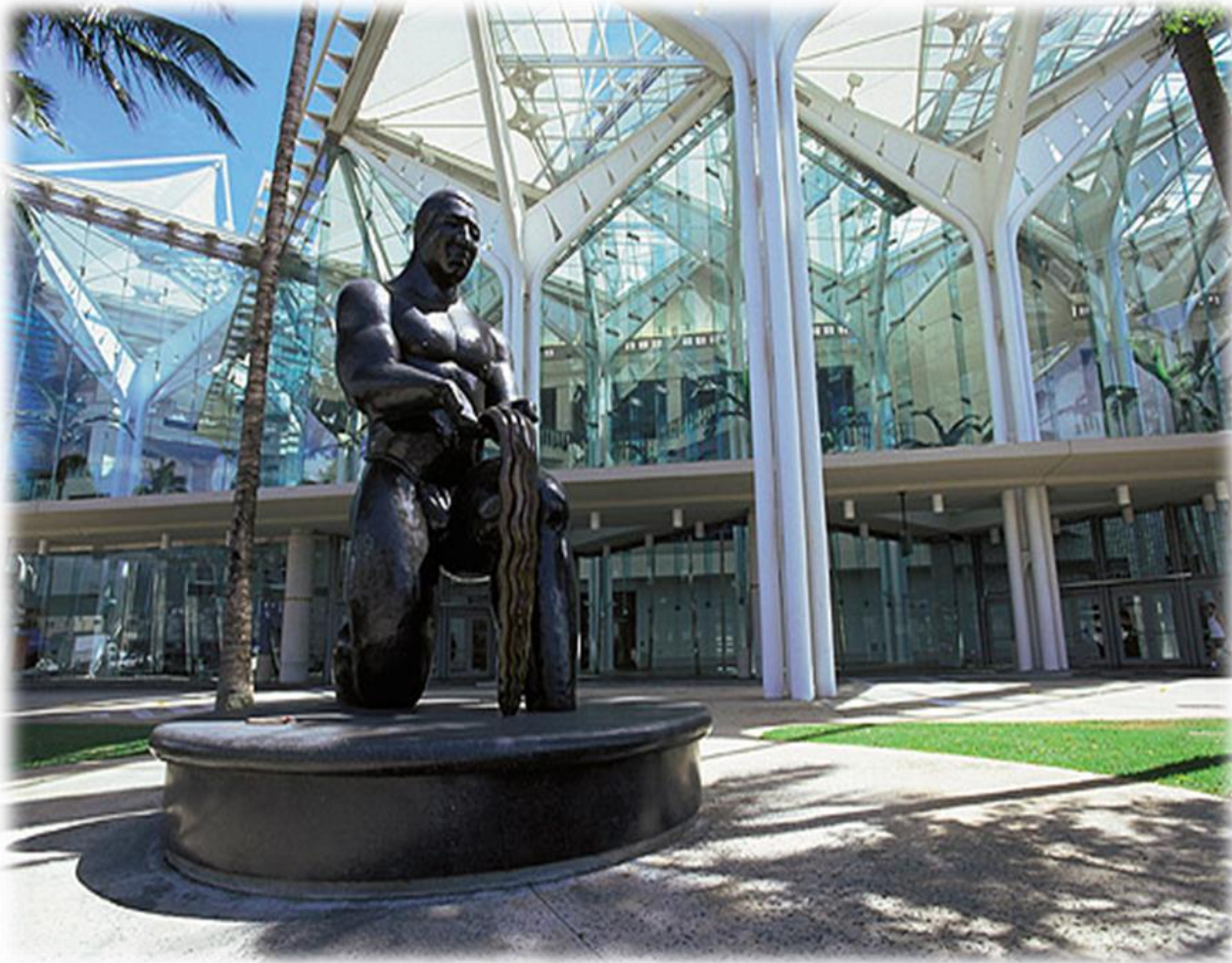
Hawaii Tourism Authority
 Fiscal Year 2024 Tourism General Fund
 Budget Adjustment Summary
 Year to Date March 31, 2024

| Account Code | Account Title | Contract # | Original Tourism General Fund (GF) Budget | Incremental Budget Adjustments | Board Approved Budget | Other Adjustments | Final GF Budget |
|-----------------|------------------------------------|------------|---|--------------------------------------|--------------------------|-------------------|--------------------|
| 343 | LPGA | N/A | 250,000 | (250,000) | - | - | - |
| 346 | Sport Opportunity Fund | Con 23010 | 500,000 | - | 500,000 | - | 500,000 |
| 378 | UH Athletics Branding Partnership | Con 24003 | 217,000 | (51,000) | 166,000 | - | 166,000 |
| Subtotal | Sports | | 2,967,000 | (301,000) | 2,666,000 | (52,500) | 2,613,500 |
| 803 | Future Workforce Development (LEI) | PON 24019 | 150,000 | - | 150,000 | (50,050) | 99,950 |
| Subtotal | Workforce | | 150,000 | - | 150,000 | (50,050) | 99,950 |
| Total | Tourism Funds | | 64,087,172 | (4,087,172) | 60,000,000 | - | 60,000,000 |

5

**Motion, Presentation, Discussion, and Action on
the Hawai'i Convention Center's March 2024
Report and Update on the Hawai'i Convention
Center's 6-Year CIP Plan; Recommend Approval**

Hawai'i Convention Center



Update for
March 2024
For
(April 2024 meeting)

Financial Update

| | Mar-24 Actual | Mar-24 FYTD Actual | FY 2024 Reforecast | FY 2024 Budget | Variance | FY 2023 Actual | FY 2022 Actual |
|-------------------------------|--------------------|-----------------------|-----------------------|---------------------|--------------------|---------------------|---------------------|
| Facility Number of Events | 29 | 195 | 262 | 225 | 37 | 273 | 213 |
| Facility Operating Revenue | \$2,009,500 | \$18,289,400 | \$24,408,600 | \$18,354,500 | \$6,054,100 | \$14,310,800 | \$7,178,200 |
| Facility Other Income | \$161,600 | \$1,161,100 | \$1,616,200 | \$125,700 | \$1,490,500 | \$135,700 | \$78,500 |
| Facility Total Revenue | \$2,171,100 | \$19,450,500 | \$26,024,800 | \$18,480,200 | \$7,544,600 | \$14,446,500 | \$7,256,700 |
| Facility Operating Expenses | -\$2,079,700 | -\$17,578,300 | -\$25,101,800 | -\$23,812,600 | -\$1,289,200 | -\$18,412,200 | -\$11,842,500 |
| Facility Net Income/(Subsidy) | \$91,400 | \$1,872,200 | \$923,000 | -\$5,332,400 | \$6,255,400 | -\$3,965,700 | -\$4,585,800 |
| Local S&M Operating Expenses | -\$66,900 | -\$666,900 | -\$1,148,700 | -\$1,223,700 | \$75,000 | -\$959,400 | -\$522,600 |
| HCC Net Income/(Subsidy) | \$24,500 | \$1,205,300 | -\$225,700 | -\$6,556,100 | \$6,330,400 | -\$4,925,100 | -\$5,108,400 |

ROI March 2024 FYTD

HCC Revenue + State Revenue
 +Tax Revenue
 = \$284.3 M

HCC Expense + HVCB MCI
 Expense = \$22.1 M

***ROI = For every dollar spent,
 \$12.84 returned to the State***

| <u>FYTD 2024 ROI</u> | | <u>CW's FYTD</u> |
|----------------------|---------|------------------|
| 07.23-03.24 | \$12.84 | (13) |
| 07.23-02.24 | \$13.94 | (12) |
| 07.23-01.24 | \$15.33 | (11) |
| 07.23-12.23 | \$17.79 | (10) |
| 07.23-11.23 | \$20.63 | (10) |
| 07.23-10.23 | \$23.16 | (8) |
| 07.23-09.23 | \$18.62 | (6) |
| 07.23-08.23 | \$25.91 | (5) |
| 07.23 | \$30.74 | (4) |
| <u>FY 2023 ROI</u> | | |
| 07.22-06.23 | \$4.19 | (7) |

FY 2024 (July 2023 – June 2024) Citywide Events

REPORT - PACE - CW - DEFINITES ON THE BOOKS - FY

Created By: Test User
Created On: 04/01/2024

| Fiscal Year: Contract Room Block Begin | Total Bookings | Total Contract Rooms | Total Attendees | Total EEI Value | Tax Generation |
|--|----------------|----------------------|-----------------|---------------------------|-------------------------|
| 2024 | 21 | 116350 | 60500 | \$390,944,353.03 | \$45,740,489.30 |
| 2025 | 15 | 103490 | 56350 | \$330,124,826.03 | \$38,624,604.65 |
| 2026 | 11 | 125878 | 46800 | \$322,029,359.56 | \$37,677,435.07 |
| 2027 | 6 | 62194 | 28200 | \$205,714,043.53 | \$24,068,543.09 |
| 2028 | 4 | 18122 | 12700 | \$76,611,872.74 | \$8,963,589.11 |
| 2029 | 1 | 3031 | 3200 | \$18,913,205.09 | \$2,212,845.00 |
| 2030 | 2 | 14274 | 8500 | \$59,868,034.80 | \$7,004,560.07 |
| 2031 | 3 | 53585 | 16500 | \$108,550,531.09 | \$12,700,412.14 |
| 2033 | 1 | 19550 | 6500 | \$41,075,194.39 | \$4,805,797.74 |
| 2036 | 1 | 40829 | 7000 | \$53,244,980.15 | \$6,229,662.68 |
| Grand Totals | 65 | 557303 | 246250 | \$1,607,076,400.41 | \$188,027,938.85 |

| FY 24 | |
|-----------------------------|-------------------------|
| Total Bookings | 21 |
| Total Contract Rooms | 116,350 |
| Total Attendees | 60,500 |
| Total EEI Value | \$390,944,353.05 |
| Total Tax Generation | \$45,740,489.30 |

Source: April 2024 Meet Hawai'i Pace "Definites on the Books FY" Report



Recent Events @ Hawai'i Convention Center

- Kawaii Kon 2024, March 29-31, 20,511 attendees
- Paradise Tournament Series: The Shave Ice Cup, April 6-7, 1,500 attendees (Sports)
- Hapalua Marathon Registration, April 11-13, 7,000 attendees
- AAG 2024 (American Association of Geographers), April 13-20, 8,500 attendees (CW)



Upcoming Local/Citywide Events

- Chopsticks & Wine, April 25, 1,000 attendees
- Jam On It Aloha Challenge 2024, April 26-28, 1,200 attendees
- 2024 AIL (American Income Life) Annual Convention,
 - April 28-May 5, 3,000 attendees (CW)
- Jump Hawai'i 2024, May 10-12, 1,500 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:
 - 2024 Transpacific Volleyball Championship (10 trees)
 - 2024 Sony Open Gala Dinner (9 trees)
 - CHEST 2023 (42 trees)
 - 2023 International Conference on Machine Learning (36 trees)
 - 2023 Okinawan Festival (11 trees)



ICML
International Conference
On Machine Learning



HCC In the News

MARCH 29-APRIL 4, 2024

PACIFIC BUSINESS NEWS | 15

EXECUTIVE INSIGHT

Orton shares about revenues and repairs

BY CHRISTINA O'CONNOR
oconnor@bizjournals.com

For Teri Orton, the general manager of the Hawaii Convention Center, there is no such thing as a typical day.

"No two days – or events – are the same. One day I am helping develop signature events like our upcoming Mother's Day brunch and show, and the next I am at the Legislature to submit testimony on key issues central to the center's success," she said.

Located on Kalakaua Avenue, the 1.1 million-square-foot center is comprised of a 200,000-square-foot exhibit hall, a 35,000-square-foot ballroom, 47 meeting rooms, two theaters and a 2.5-acre events garden.

Orton has been general manager of the center for the last decade. Prior to that, she worked in hospitality for brands including Outrigger Hotels & Resorts, Embassy Suites, The Ilikai and more.

"I took this role because I knew I could make a positive impact regarding the use of this beautiful venue and turn the business model around," Orton said. "We started indoor sporting events and opened our building to more local events, such as graduations, banquets and festivals, to bring our communities to the center."

According to information that Hawaii Convention Center presented at a Hawaii Tourism Authority board meeting in January, the center projects that its facility gross revenues will reach \$24.3 million this fiscal year. According to the center's projections, that figure includes \$1.5 million of interest income and a net loss of \$788,400, versus budgeted gross revenues of \$18.5 million and a net loss of \$5.3 million.

QA What has business been like recently? This year, we will hit our highest gross revenues since the center opened. We attribute this to growth in citywide and other offshore events, as well as popular local events like the



HAWAII CONVENTION CENTER

Okinawan Festival and Made in Hawaii Festival. This fiscal year, we are on trend to have a positive bottom line and save \$5.3 million in state subsidies. We are also looking forward to welcoming upcoming events such as the 2024 ASPB [American Society of Plant Biologists] Annual Meeting in June, where we expect 1,600 attendees, as well as the Festival of Pacific Arts & Culture in June, which will have an estimated 3,000 participants.

What would you say is currently your biggest priority in your role? The center recently celebrated its 25th year of operations. My

focus is to move many of our capital improvement projects along to completion. One of the largest projects is the repair of our rooftop terrace that currently leaks, estimated at \$64 million.

I am always looking at ways to elevate our service levels and the amenities we provide our clients. We are upgrading the center's technology and ensuring that we stay on trend and competitive as a venue in the meetings market.

Tell me about the center's carbon-offset program. What does this program entail? Our carbon-offset program allows all meetings and events held at the center to be carbon-neutral by reforesting native and endemic trees in Hawaii through the Hawaiian Legacy Reforestation Initiative.

Since we launched the program in July 2022, participating events and conferences have contributed \$23,930 in carbon offsets, planting 294 trees. Recent 100% carbon-neutral meetings at the center include the 2024 TransPacific Volleyball Championship, the Made in Hawaii Festival and the Okinawan Festival.

How would you describe your leadership style? I often use the analogy of the outrigger canoe when describing our team here at the Hawaii Convention Center. Each person has a seat in our canoe, and we must all "paddle together" to achieve a common goal. My team knows that my door is always open and they can come see me anytime, whether we are sailing through smooth or rough waters.

What is your favorite part about what you do? I'm so proud to be working with a team that is committed to serving our local communities and visitors alike. We are thrilled to be having one of our strongest years revenue-wise, but we are also here to assist Hawaii in times of need, serving as a community center during emergencies and helping state agencies during the Covid-19 pandemic. Our aloha is what sets us apart from any other meetings destination in the world.

TERI ORTON

General manager,
Hawaii Convention Center

Address:
1801 Kalakaua Ave.
Honolulu, HI 96815

Phone:
808-943-3500

Website:
hawaii-convention.com

Pacific Business News Executive Insights Q&A



2024 Mother's Day Brunch & Show

Mother's Day Brunch & Show Featuring **JOSH TATOFI**

SATURDAY, May 11, 2024
Hawai'i Convention Center



Special Guest:
Manalani English-Souza
(Miss Aloha Hula 2013)



Opening Performance by
A Touch of Gold

Tickets: [HawaiiConvention.com](https://www.hawaii-convention.com)

HAWAII
CONVENTION CENTER
Where Business and Aloha Meet



Repair, Maintenance and Replacement Projects Update



Recently Completed Projects

- Large repair and maintenance projects
- Equipment purchases over \$50,000



Rooftop Terrace Deck Repair Project Kick-off



Chiller Replacement Project



New Area Rugs (3F Alcoves)

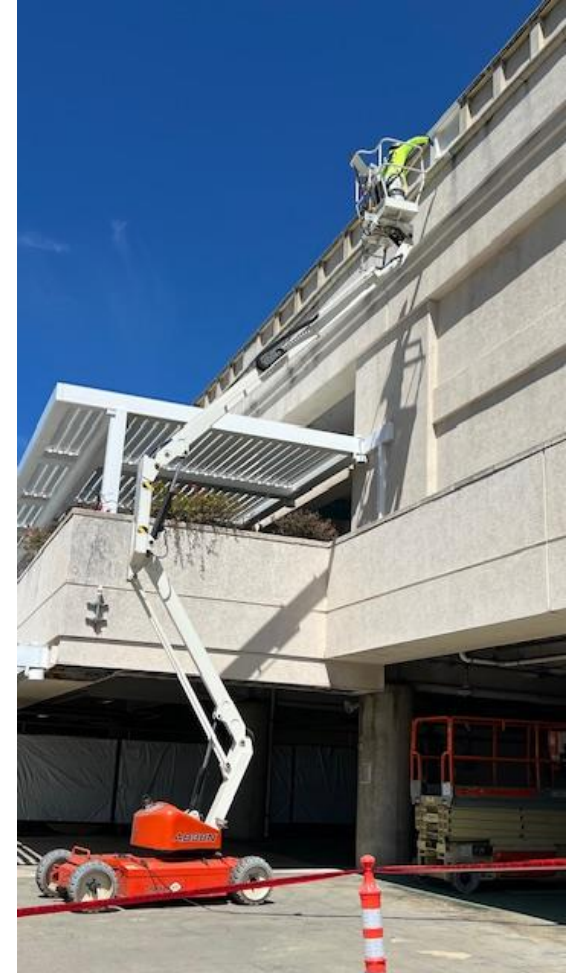


Other Projects

Reachmaster 121



Exterior Painting Project (Paint Selection)



Reachmaster 121 is fully operational and ready to go for upcoming projects!
HCC Chief Engineer has been fully certified as a Reachmaster Trainer

Other Projects

Native Plant Signage



HCC team working on adding signage to identify Native Plants at HCC (Samples shown)

Ballroom Gutter Project



ACE Mentors Tour: Chiller Replacement Project



Cumming (our PM/CM), JCI (our HVAC service provider and company installing our new chillers) and HCC hosted students from McKinley and Pearl City High School for an introduction to the air conditioning engineering field and project management field , through our chiller replacement project.

This was organized through the ACE program, which the head of the local Cumming office sits on the Board.

CURRENT PROJECTS

IMPROVE GUEST EXPERIENCE

- New F&B China, Banquet Displays, Service Equipment
- New Speakers and Equipment to upgrade sound in meeting rooms
- Upgrade Screens and add Surround Sound in Theatres
- New Video Wall Screen in Boardroom
- Replace Escalators - start with Esc 1, 2 and 3
- Repair Meeting Room Air Walls
- New Wheelchair Lift in Theatre 320
- New Facilities Equipment

IMPROVE OUR BUILDING

- Paint Entire Building Exterior and Interior
- Repair Leaks
 - Kalākaua Kitchen
 - Ballroom Roof
 - Lobby and Ballroom Foyer Ceiling
 - Planters – 3rd floor, Grand Staircase, Intermediate level
- New Air Conditioning Chillers
- Replace Green Slate Tile – 3rd floor and Ala Wai Patio
- Upgrade all Lighting to LED lights
- Install Solar panels for Energy Savings

IMPROVE DEPARTMENT EFFICIENCY – New Equipment

- New Dishwasher in Main Kitchen
- New Pot Wash and Glass Wash Machines
- New Boilers in Kalākaua Kitchen
- New Parking System and Equipment
- New Housekeeping Scrubber machines

Repair, Maintenance and Replacement Projects

Major Project Update

Exterior Painting

- Finalizing color selection, target start after FestPac event, mid-June

Chiller Replacement

- Project on schedule, 50% completed, final two units to replace in mid-May

LED Lighting Upgrade

- Demo fixtures being installed this week with final review

Escalator Modernization

- Proposal presentations completed, working with companies for clarifications

House Sound Upgrade

- Awarded contract, working on installation schedule

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

| Project Number | Project Title | Estimated Project Cost | Priority | Prior Expenses to Dec 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 R | \$ 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 | \$ 282,058 | 1 | \$ 16,155 | \$ 265,903 | | | | | | \$ 282,058 |
| 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 Modernization | \$ 15,865,737 | 1 | \$ 9,058 | \$ 6,900,000 | \$ 2,640,000 | \$ 6,316,678 | | | | \$ 15,865,736 |
| 046 | LED Light Upgrade | \$ 4,781,506 | 1 | \$ 68,293 | \$ 4,713,213 | | | | | | \$ 4,781,506 |

| |
|-------------------------|
| 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 Dec 23 | FY24 | FY25 | FY26 | FY27 | FY28 | FY29 | Total |
|----------------|---|------------------------|----------|--------------------------|---------------------|----------------------|---------------------|-------------------|-------------|-------------|---------------|
| 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 | \$ 600,000 | 1/3 | \$ 19,019 | \$ 200,000 | \$ 380,981 | | | | | \$ 600,000 |
| 051 | PBX System Replacement | \$ 90,505 | 1 | \$ - | \$ 90,505 | | | | | | \$ 90,505 |
| 052 | Ride-on Sweeper Replacement | \$ 55,000 | 1 | \$ 100 | \$ 54,900 | | | | | | \$ 55,000 |
| 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 Equipment Upgrade / Parking Flooring Sealing | \$ 616,515 | 1 | \$ 28,382 | \$ 20,000 | \$ 568,133 | | | | | \$ 616,515 |
| 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 | \$ 82,400 | 1 | \$ - | \$ 82,400 | | | | | | \$ 82,400 |
| 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 | \$ 180,000 | 1 | \$ - | \$ 180,000 | | | | | | \$ 180,000 |
| 079 | Digital Signage Upgrade | \$ 6,150,000 | 1 | \$ 20,390 | \$ 30,000 | \$ 6,099,610 | | | | | \$ 6,150,000 |
| 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 | \$163,346,597 | | \$ 2,494,855 | \$60,419,005 | \$ 55,820,350 | \$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*
- *Ballroom Roof Repairs*
- *House Sound Audio Upgrade*
- *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
- *3rd floor and Exterior Planters Repair*
- *LED Lighting Upgrade*
- *Main Kitchen Flooring Replacement*
- *Exterior Building Painting*
- *Kalākaua Kitchen Wall Repair and Atkinson Drywell Replacement*
- *Interior Building Painting*
- *Pot Wash Machine Replacement*
- *Glass Wash Machine Replacement*
- *Parking Garage Equipment Upgrade and Floor Sealing*
- *Fire Sprinkler Line Refurbishment*
- *Escalator Modernization*
- *Kalākaua Kitchen Boiler Replacement*
- *Exterior Door Replacement*
- *Solar Panel Installation*

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*

COMPLETED 2022

- *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*

COMPLETED 2024

- *Water Intrusion Remediation; \$400k*
- *Ballroom Wallcovering; \$200k*
- *Exterior Security Camera; \$225k*
- *Transformer Replacement; \$131k*
- *#348 Walk-in Refrigerator Replacement, \$123k*
- *Lobby Glass Repair, Vandalism, \$26k*
- *Ride-on Sweeper Replacement, \$50k*
- *Main Kitchen Dishwasher Replacement, \$425k*



Mahalo Nui Loa

6

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 – Meet Hawai‘i

Budget, Finance, & Convention Center Standing Committee

April 22, 2024

Meet Hawai'i

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for business meetings, conventions, and incentive programs.

The marketing efforts of the Meet Hawai'i Team are overseen by the Hawai'i Tourism Authority (HTA). Our mission aligns with HTA's four pillars:

- Natural Resources
- Hawaiian Culture
- Community
- Brand Marketing



Meet Hawai'i Teams – Driving visitor spending to the state

Citywide Sales Team:

Focuses on contracting meetings and conventions with over 1,000 attendees and/or involving two or more MCI Hawai'i hotels and the Hawai'i Convention Center (HCC). KPIs are tentative and contracted total room nights. Their goal is to contract 28 events per year.

Single Property Team:

Focuses on contracts with 10 or more rooms on a peak night at any MCI Hawai'i hotel on any island. KPIs are tentative and contracted total room nights.

Client Services Team:

Assists contracted clients in developing their program in Hawai'i. They connect clients with various vendors and to the community via cultural programs (Mālama Hawai'i and 'Elele). They are also responsible for attendance building.

CITYWIDE PRODUCTION

MEET HAWAI'I- CITYWIDE



Adrienne Nudo
Senior Director
Mid-West,
Canada



Trevor Newman
Director
West & Corporate



Tom Casademont
Senior Director
Eastern Region,
Europe



Susanna Flores
Director
Corporate (Vertical)
Northeast Region,
all markets

May 2024

MEET HAWAI'I- ASIA/OCEANIA



Andrew Koh
Executive Director
Asia/Oceania



Kris Phadungkiatipong
County Director
Oceania



Hiroyuki Hachiya
County Director
Japan



Emily Kim
County Director
Korea

Martin Lee
County Director
Korea

CITYWIDE SALES PRODUCTION

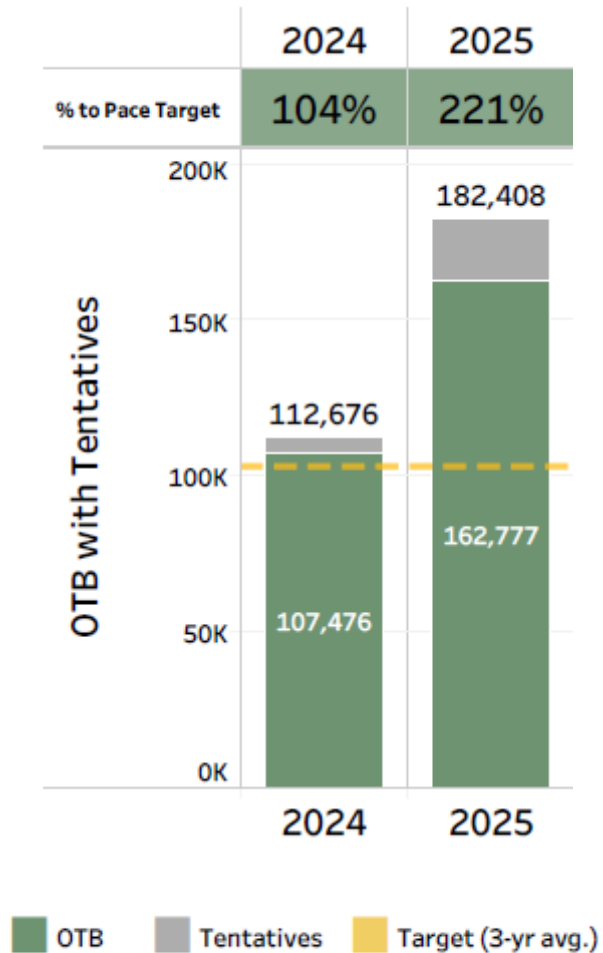
March 2024 Year-to-Date (YTD)

| Citywide Room Nights | Mar 2024 | Mar 2023 | Variance | 2024 YTD | 2023 YTD | Variance |
|-------------------------|----------|----------|----------|----------|----------|----------|
| Citywide Definite RN | 17,977 | 4,909 | +266% | 26,893 | 14,378 | +87% |
| Citywide Tentative RN | 13,075 | 11,459 | +14% | 97,042 | 87,352 | +11% |
| #Citywide Booked Events | 3 | 1 | +200% | 6 | 6 | +0% |

As reported in Meet Hawai'i Global draft MCI Status Report – March 2024

Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average target.



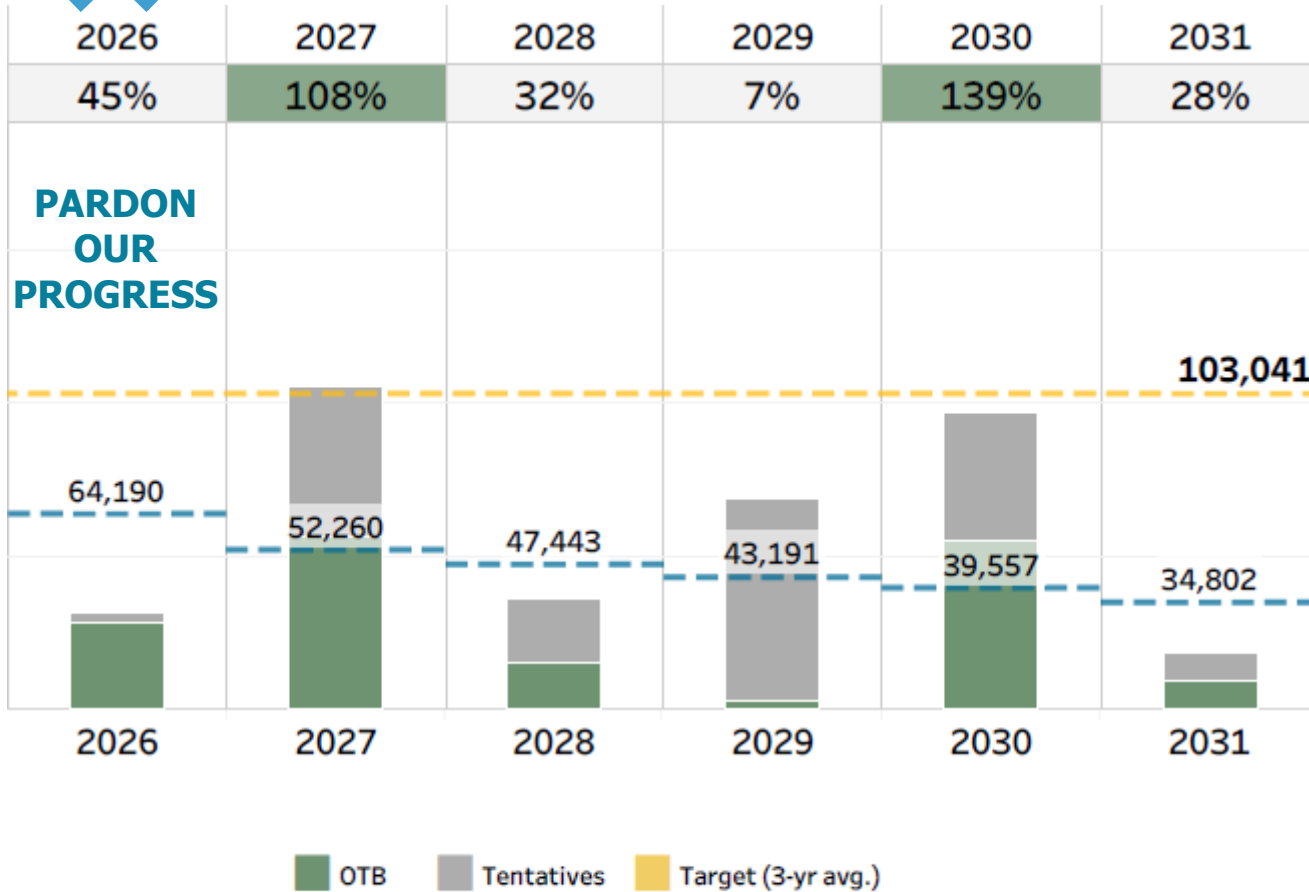
Q1 Accomplishments:

Pace showed positive growth in 2024 and 2025

- 2024: Licensed 4 events (+15K TRN's, 50.9M EI)
- 2025: Licensed 2 events (+12K TRN's, 26.8M EI)

Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average target.



Q1 Accomplishments:

- Pace showed positive growth in 2027; opportunities are significant.
 - 5 Leads | 41K TRN, 127M EI
- 2 Verbal Definites
 - 2025: Glaucoma – 3K TRN, 14M EI
 - 2030: NALC – 26K TRN, 36M EI

Challenges/Solutions:

- Down 1 seller
- Team is focused on developing opportunities for 2028 and beyond.

Citywide: Economic Impact – Contracted Groups Q1

| Country | Month | Year | Attendee | Definite Room Nights | Economic Impact |
|---------------|----------|------|---------------|----------------------|-----------------|
| United States | March | 2024 | 2,500 | 400 | \$1.2M |
| New Zealand | May | 2024 | 2,500 | 1,735 | \$17.3M |
| Japan | August | 2024 | 6,000 | 12,000 | \$29.7M |
| Japan | December | 2024 | 600 | 977 | \$18.1M |
| New Zealand | May | 2025 | 2,500 | 5,000 | \$8.7M |
| United States | October | 2025 | 3,500 | 6,781 | \$18.1M |
| | | | 17,600 | 26,893 | \$77.6M |

Future Pace Definite Events

Hawai'i Eight Year Future Pace Citywide

| CY | EVENTS OTB | EVENTS TARGET | EVENTS VARIANCE | % VARIANCE | Events LTB | EVENTS TENTATIVE | EVENT GOAL |
|------|------------|---------------|-----------------|------------|------------|------------------|------------|
| 2024 | 20 | 28 | (8) | -29% | 8 | 1 | 28 |
| 2025 | 16 | 14 | 2 | 14% | 12 | 5 | 28 |
| 2026 | 5 | 8 | (3) | -38% | 23 | 2 | 28 |
| 2027 | 6 | 6 | 0 | 0% | 22 | 4 | 28 |
| 2028 | 3 | 5 | (2) | -40% | 25 | 3 | 28 |
| 2029 | 1 | 4 | (3) | -75% | 27 | 4 | 28 |
| 2030 | 3 | 3 | 0 | 0% | 25 | 3 | 28 |
| 2031 | 1 | 2 | (1) | -50% | 27 | 1 | 28 |

As reported in Meet Hawai'i Global draft MCI Status Report – March 2024

SINGLE PROPERTY PRODUCTION

MEET HAWAI'I- SINGLE PROPERTY



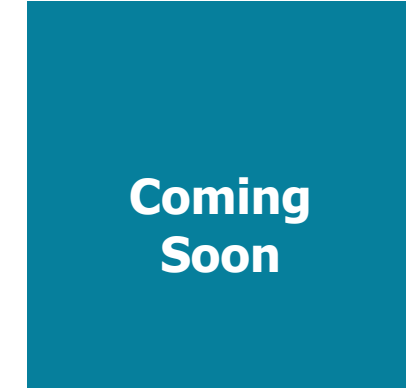
Laurie Ihara Wong
Senior DOS, Single
Property
Market: Hawai'i



Kathy Dever
Regional DOS
Mid-West Market,
Canada



Meredith Parkins
Regional DOS
Eastern Region,
Europe



TBD, Final Round
Regional DOS
Western States

SINGLE PROPERTY SALES PRODUCTION

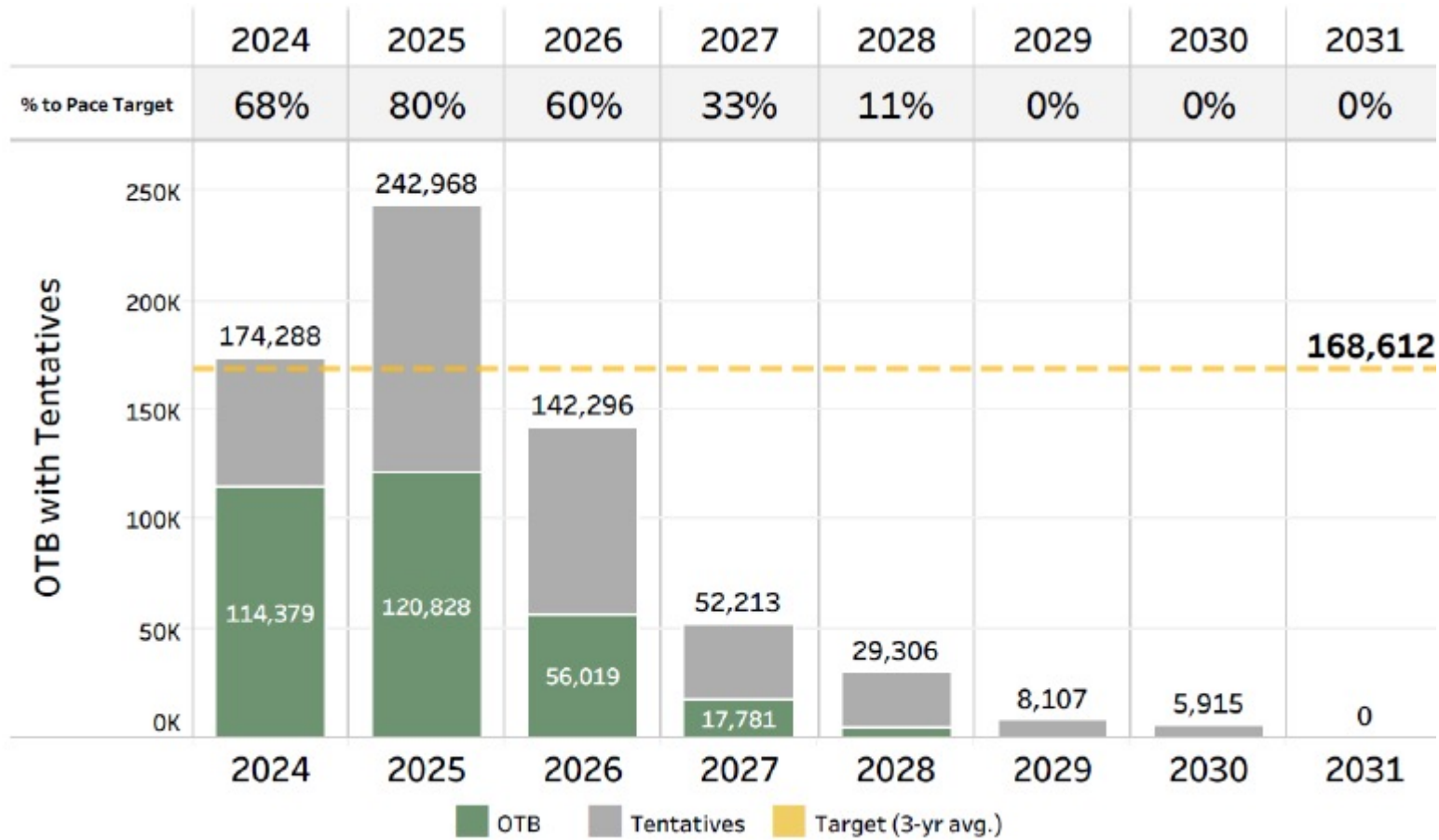
March 2024 Year-to-Date (YTD)

| Single Property Room Nights | Mar 2024 | Mar 2023 | Variance | 2024 YTD | 2023 YTD | Variance |
|---------------------------------|----------|----------|----------|----------|----------|----------|
| Single Property Definite RN | 9,194 | 41 | +22324% | 10,793 | 5,484 | +97% |
| Single Property Tentative RN | 76,706 | 54,532 | +41% | 177,370 | 146,864 | +21% |
| # Single Property Booked Events | 13 | 1 | +1200% | 17 | 7 | +143% |

As reported in Meet Hawai'i Global draft MCI Status Report – March 2024

Hawai'i 8 Year Future Pace for Single Property

Number of events and room nights on the books against a 3-year average target.



Q1 Accomplishments:

- Pace showed positive growth in both 2024 and 2025. 2025 is pacing stronger than 2024 with a higher number of confirmed bookings.

Challenges/Solutions:

- Down 1 seller
- Continue to share need dates on all islands
- Strategy Meeting April 2024

Single Property: Economic Impact – Contracted Groups Q1

| Country | Island | Meeting Begin Date | Meeting End Date | Attendance | Definite Room Nights | Economic Impact |
|---------------|-------------------|--------------------|------------------|--------------|----------------------|-----------------|
| United States | Island of Hawai'i | 4/8/2024 | 4/13/2024 | 80 | 90 | \$0.4M |
| United States | O'ahu | 4/8/2024 | 4/12/2024 | 200 | 495 | \$0.6M |
| United States | O'ahu | 4/16/2024 | 4/17/2024 | 25 | 85 | \$0.1M |
| United States | O'ahu | 4/21/2024 | 4/25/2024 | 80 | 164 | \$0.3M |
| United States | O'ahu | 10/4/2024 | 10/6/2024 | 24 | 30 | \$0.1M |
| United States | O'ahu | 11/10/2024 | 11/16/2024 | 70 | 189 | \$0.4M |
| United States | O'ahu | 7/3/2024 | 7/5/2024 | 40 | 40 | \$0.1M |
| United States | Island of Hawai'i | 8/24/2024 | 8/31/2024 | 130 | 705 | \$0.7M |
| United States | O'ahu | 8/4/2024 | 8/10/2024 | 12 | 84 | \$0.1M |
| United States | Maui | 2/1/2025 | 2/5/2025 | 300 | 760 | \$1.2M |
| United States | Island of Hawai'i | 3/12/2025 | 3/15/2025 | 625 | 2,552 | \$4.5M |
| United States | Island of Hawai'i | 4/3/2025 | 4/7/2025 | 65 | 138 | \$0.3M |
| United States | Kaua'i | 5/28/2025 | 6/2/2025 | 720 | 2,005 | \$4.3M |
| United States | O'ahu | 8/11/2025 | 8/16/2025 | 250 | 633 | \$1.4M |
| United States | Maui | 2/17/2026 | 2/23/2026 | 254 | 567 | \$1.3M |
| United States | Island of Hawai'i | 10/18/2026 | 10/24/2026 | 300 | 1,470 | \$1.9M |
| United States | Island of Hawai'i | 5/19/2028 | 5/26/2028 | 500 | 786 | \$2.8M |
| | | | | 3,675 | 10,793 | \$20.4M |

SINGLE PROPERTY PRODUCTION BY ISLAND

| | Tentative Rooms | Economic Impact | Definite Rooms | Economic Impact |
|---------|-----------------|-----------------|----------------|-----------------|
| Hawai'i | 64,792 | \$110.6 M | 5,741 | \$10.6 M |
| Kaua'i | 55,147 | \$88.5 M | 2,005 | \$4.3 M |
| Lāna'i | 4,489 | \$7.9 M | 0 | \$0.0 M |
| Maui | 91,547 | \$157.9 M | 1,327 | \$2.5 M |
| O'ahu | 143,755 | \$289.6 M | 1,720 | \$3.1 M |

As reported in Meet Hawai'i Global draft MCI Status Report – March 2024

Meet Hawai'i Sales Team Highlights – March 2024

Client promotional events

- March 5, 2024 – MPI Aloha Chapter – O'ahu, HI
- March 7, 2024 – Marriott Hawai'i Ho'olaule'a – San Francisco, CA
- March 14, 2024 – GMC PCMA Awards Reception – Industry Event – Chicago, IL
- March 20-21, 2024 – Outrigger Showcase – Melbourne & Sydney, AU
- March 21, 2024 – IAEE Northern California Spring Mixer – San Francisco, CA

Educational events and trade shows

- March 4-7, 2024 – The Asia-Pacific Association for International Education (APAIE) – Perth, AU
- March 5-7, 2024 – MPI NCC ACE – Industry Event – San Francisco, CA
- March 7, 2024 – HIS Group Staff Hawai'i Workshop
- March 21, 2024 – DMS Connect – Sydney, AU

Meet Hawai'i Sales Looking Forward – March 2024

- April 2, 2024 PCMA Heartland Chapter Luncheon & Education | Destination Celebration (Kansas City)
- April 3, 2024 HelmsBriscoe Education
- Business Events Industry Week (Washington DC)
 - April 8-10, 2024 Destinations International – Sales and Services Summit
 - April 10, 2024 PCMA Fashion Show Event
 - April, 10-11, 2024 IAEE Women’s Forum
 - April 11 PCMA Visionary Awards Dinner
- April 11, 2024 Direct Selling Australia – Board Meeting
- TOBUTOP Hawai'i
 - April 11, 2024 Workshop in Tokyo
 - April 13, 2024 Workshop in Osaka
- April 11, 2024 Global Meetings Industry Day, Meetings Mean Business (Chicago)
- April 20-25, 2024 Japan Sales Summit
- April 25, 2024 MPI Derby Days (Washington, DC)

MEET HAWAI'I- Client Services



Lee Conching
Director
Client Services



Briana Leite-Ah Yo
Co-Ordinator
Client Services

Meet Hawai'i Client Services Highlights – March 2024

Site Inspections:

- March 8-12 American Society Plant Biologists (D-2024)
- March 14-15 International Society for Magnetic Resonance in Medicine (D-2025)
- March 18-22 The American Association of Immunologists (D-2025)
- March 26-27 American Academy of Child & Adolescent Psychiatry (T-2027)
- March 26-29 PRIME (D-2024) The Electrochemical Society
- March 31-3 Society for Neuro-Oncology (D-2025)

Economic Impact – Contracted Groups Q1

| | Attendee | Definite Room Nights | Economic Impact |
|-----------------|----------|----------------------|-----------------|
| Citywide | 17,600 | 26,893 | \$77.6M |
| Single Property | 3,675 | 10,793 | \$20.4M |
| TOTALS | 21,275 | 37,686 | \$98M |



7

HCC Roof Repair Project

7b

HTA Project Timeline and Dashboard

H C C R O O F T O P

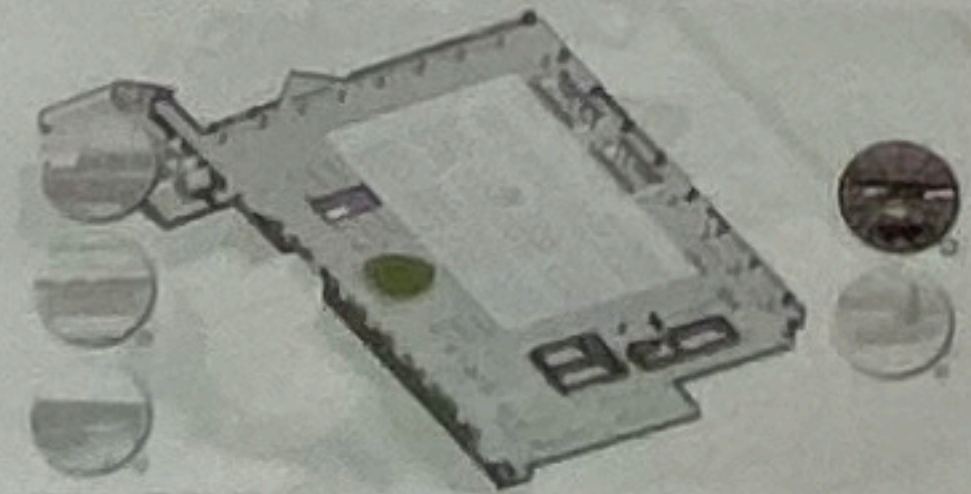
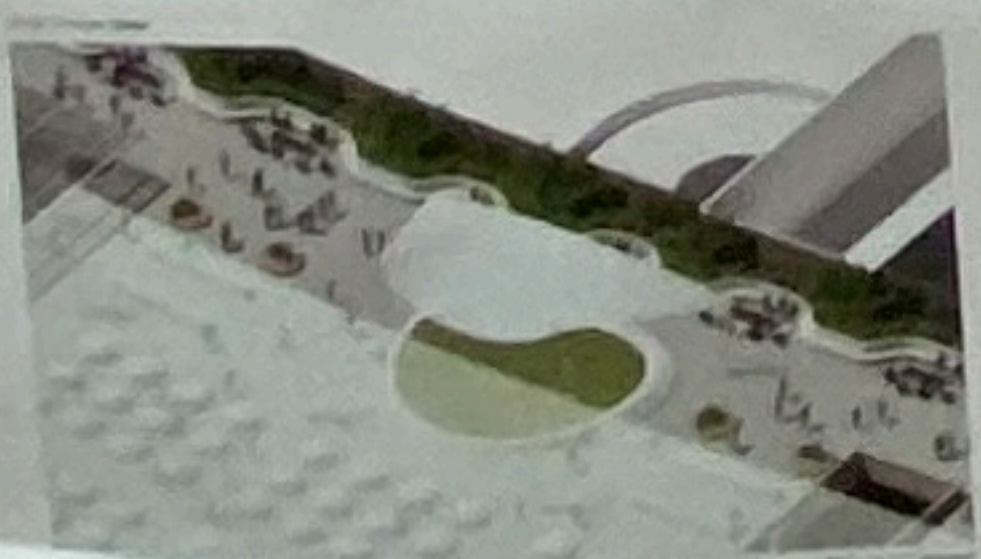
P R O J E C T

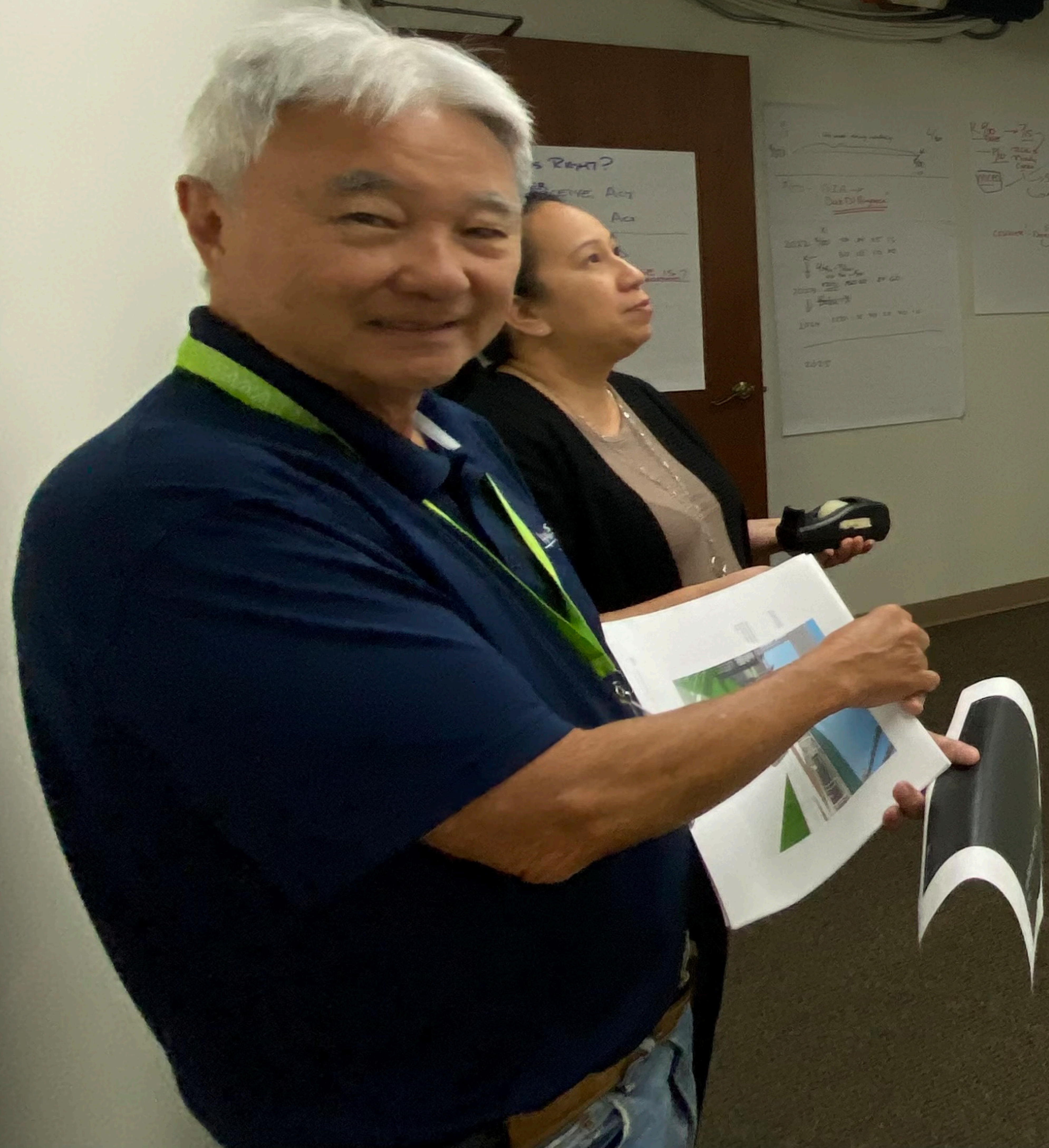
Da Pilikia Box

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10
Tourism Emergency Special Fund

10b

Policies, Procedures, and Reports Relating to the Use of the Tourism Emergency Special Fund

Hawai'i Tourism Authority
Tourism Emergency Special Fund Payment Procedures

Definitions

“Board” means the board of directors of the Hawaii Tourism Authority established in section 201B-2 HRS and any successor thereto.

“Bylaws” means HTA’s Bylaws approved and adopted by HTA’s Board of Directors on November 18, 2021.

“Certificate of Vendor Compliance (CVC)” is a certificate obtained from the State of Hawai’i’s Hawai’i Compliance Express website, which documents clearance with the Internal Revenue Service (IRS), Department of Labor & Industrial Relations (DLIR), Department of Commerce and Consumer Affairs (DCCA), and Department of Taxation (DOTAX).

“Chapter 103D HRS” is the State’s procurement policy.

“Department of Accounting and General Services (DAGS)” is the State’s accounting and payment services department. DAGS provides accounting and payment services to HTA.

“Department of Business, Economic Development, and Tourism (DBEDT)” is an executive department of the State, to which HTA is an attached agency. DBEDT provides administrative support to HTA.

“Financial Accounting and Management Information System (FAMIS)” is the State of Hawai’i’s accounting and payment system.

“HRS” means Hawai’i Revised Statutes.

“HTA” means the Hawaii Tourism Authority.

“Microix” is HTA’s internal document tracking and approval system.

“Tourism Emergency Special Fund (TESF)” is established by chapter 201B-10 HRS.

“Tourism Emergency” is defined by chapter 201B-9 HRS.

Use of Funds

The use of TEF funds shall be approved by the board or approved in writing by the President and Chief Executive Officer of the HTA.

Procurement

All goods and services procured shall follow all HRS103D requirements.

Contract Management

Tourism emergency contracts, agreements, and purchase orders shall be managed as described in the below HTA procedures:

1. Contract Monitoring Procedure 400-20.01
2. Contract Deliverable Procedure 400-20.02
3. Contract Close-Out Procedure 400-20.03
4. Contract Enforcement Procedure 400-20.05

Payment Preparation and Processing

Expenditures paid with TESH funds shall be processed as described below:

1. Pursuant to chapter 201B-10 HRS, funds for the TESH shall be held outside the State Treasury. Funds are currently held in a Trust Fund account and a Business Checking account with the Bank of Hawai'i. Payments using TESH funds shall be made from the BOH Checking Account.*
2. Accounts Payable Documentation Procedure 300-03.01. Key controls include but are not limited to:
 - a. Program managers or designated staff are responsible for substantiating expenditures and invoices. Staff shall approve expenditures as described in, "Expenditure Approval Procedures 300-04.01." Staff shall maintain a contract file that includes items such as but not limited to contract checklists, contract evaluation forms for final payments, CVCs, and a list of expenditures sampled and reviewed for cost-reimbursement contracts as described in, "Payment of Cost Reimbursable Contracts Procedure 300-03.08."
 - b. All payment requests must be processed and approved in Microix before check signing. Approvers include the program manager, program supervisor (Senior Brand Manager, Chief Branding Officer, Director of Planning, Chief Administrative Officer, etc.), Budget Fiscal Officer, Chief Executive Officer (if applicable), and Board Chair (if applicable).
3. Check Signing Procedures 300-03.04. Key controls include but are not limited to:
 - a. Two signatures are required for check payments.
 - b. The below authorizations have been applied in the Microix approval process described in step 2b above:
 - i. Checks above \$25,000 require the President and CEO's signature.
 - ii. Checks above \$50,000 require the HTA Board of Directors Chair's signature.
4. Once approvals are completed in Microix, the Accounting Assistant will prepare the payment packet, including the invoice, CVC, approval audit sheet printed from Microix.
5. ACH payments - ACH payments must be completed through the Bank of Hawai'i's electronic payment portal. An ACH request is a two-step process:
 - a. Initiate payment – Must be completed by a designated staff member.
 - b. Approve payment – Must be completed by a second designated staff member.
 - i. HTA's Bylaws appoint the Chief Executive Officer, Chief Administrative Officer, Chief Brand Office, Vice President of Finance, and the Budget Fiscal Officer, cumulatively as "fiscal accounts officers," to have the charge and custody to manage all bank accounts opened or maintained on behalf of HTA, as a public entity of the State of Hawai'i. These responsibilities include issuing checks and other payment orders.
6. For check payments - The Accounting Assistant will obtain two signatures for each check. **
7. The Accounting Assistant will file the payment packet and copy of the check.

* Payments processed through FAMIS and paid out of the State Treasury are normally reviewed and approved by DBEDT and DAGS staff. As TESH payments will be made from a BOH Checking Account, DBEDT and DAGS staff will not review and approve payment requests.

** Bank of Hawai'i policies only require one check signature, regardless of the dollar amount. The two-signature requirement is solely a HTA policy.

13

**Presentation, Discussion, and Action on HTA Budget
Issues, Comments, and Suggestions Raised by
Legislators, Board Members, Staff, Stakeholders, etc.,**

13b

**HTA Policies and Procedures for Communications
Regarding HTA Budget, including Prompt Transmittal
to the Board, Timely Responses, and Follow-up
Actions on Matters Including Possible Violations of
Laws or Contracts**

Board Communication Policy



Policy Purpose

The purpose of this policy is to establish standards of communications to the board.

Policy Provision

1. Any items or actions which affect the Hawaii Tourism Authority's budget or finances regarding possible breaches of contracts, laws, or regulations shall be reported directly to the chairman of the board, chairman of the Budget, Finance, and Convention Center Standing Committee, Chief Executive Officer, Chief Administrative Officer, and VP of Finance, immediately.