



For Immediate Release: April 28, 2023
HTA Release (23-20)

Hawai'i Tourism Authority Announces Community Enrichment and Signature Events Programs *Proposals Sought for Community-Based Projects and Events*

HONOLULU – The Hawai'i Tourism Authority (HTA) is encouraging the community to submit proposals for its Community Enrichment and Signature Events programs. HTA will provide funding support to nonprofit organizations, projects and events occurring throughout the state from June 1, 2023 to December 31, 2023.

Projects and events being funded under the Community Enrichment and Signature Events programs help to build community, foster authentic experiences for residents and visitors, and contribute to a stronger, resilient economy for Hawai'i.

"The fabric of Hawai'i – our culture, lifestyle, and traditions – are celebrated and carried forth in the programs supported by HTA's Community Enrichment and Signature Events programs," said John De Fries, HTA's President and CEO. "These investments advance HTA's commitment to Mālama Ku'u Home, caring for our beloved home by returning the economic benefits of tourism to our communities."

The Community Enrichment program supports community-based projects and experiences that encourage tourism diversification among the niche areas of agriculture, culture, culinary, education, health and wellness, nature, sports, and voluntourism. Through the Signature Events program, HTA supports major festivals and events that provide a unique and enriching experience, preserve Hawai'i's natural resources, perpetuate Hawaiian culture by honoring its people and traditions, and celebrate the islands' multi-cultural diversity and community. Both programs seek to build kama'āina leadership capacity in Hawai'i's communities and organizations.

HTA is pleased to partner with the Hawai'i Visitors and Convention Bureau (HVCB), Island of Hawai'i Visitors Bureau, Maui Visitors and Convention Bureau, O'ahu Visitors Bureau, and Kaua'i Visitors Bureau to administer its 2023 Community Enrichment and Signature Events programs.

"It is a privilege for HVCB and the Island Chapters to support the Community Enrichment and Signature Events programs," said John Monahan, HVCB's President and CEO. "Through these community-driven projects, we as residents are afforded the opportunity to share authentic and meaningful experiences with our visitors and, in doing so, engage in the values of ho'okipa that are unique to these islands."

The deadline for applicants to submit proposals for either of the two programs is May 22, 2023 at 4:30 p.m. HST. Interested applicants should visit hvcb.org/cep. All inquiries about the RFPs should be directed to the respective island or statewide contact listed at hvcb.org/cep.

RFP Informational Briefings

Virtual information sessions will be held on Zoom to help interested applicants with their understanding of HTA's strategic direction and vision, the RFP applications, and award process. A session recording will be posted at hvcb.org/cep for those who are unable to attend.

- **Session #1:** May 4, 2023 from 10 a.m. to 11:30 a.m. [Register Here](#)
- **Session #2:** May 8, 2023 from 10 a.m. to 11:30 a.m. [Register Here](#)

About the Hawai'i Tourism Authority

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

About Hawai'i Visitors and Convention Bureau

The Hawai'i Visitors and Convention Bureau (HVCB) is a private non-profit organization contracted by the Hawai'i Tourism Authority (HTA) for marketing services in the continental U.S. The HTA, the state of Hawai'i's tourism agency, is responsible for holistically managing tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information about the Hawaiian Islands, visit gohawaii.com or follow updates on [Instagram](#), [Facebook](#) and [YouTube](#).

For more information, contact:

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