

**Tourism Emergency Special Fund - Status Report
as of June 20, 2024**

	Project	Vendor	Tourism Emergency Funding - Budget Amount	Contract Amount	Amount Paid to Date (5/31/24)	Remaining Encumbrances	Status
	U.S. Maui Recovery Marketing Program #1	Hawai'i Visitors & Convention Bureau	\$ 2,600,000	\$ 2,600,000	\$ 2,600,000	\$ -	Completed
	Shelter Costs and Return of Bags Paid	Various	\$ 250,000	\$ 250,693	\$ 250,693	\$ (693)	Completed
Recovery Plan Recommendation	Project	Vendor	Tourism Emergency Funding - Budget Amount	Contract Amount	Amount Paid to Date (5/31/24)	Remaining Encumbrances	Status
1a. In early 2024, increase the visibility and call to action for travel to Hawai'i targeting high-potential markets.			\$ 900,000				
	US Maui Recovery Marketing Program #2	Hawai'i Visitors & Convention Bureau		\$ 900,000	\$ 900,000	\$ -	Supplemental to HTUSA Contract; ongoing
1b. Support businesses to continue providing a consistent message that Maui is open for visitors.			\$ 450,000				
	Enhancement of the gohawaii.com site	Hawai'i Visitors & Convention Bureau		\$ 250,000	\$ 250,000	\$ -	Supplemental to HVCB Global Support Services Contract; ongoing
	HTA-subsidized reduced participation fees at certain domestic roadshows or travel trade events.	Hawai'i Visitors & Convention Bureau		\$ 200,000	\$ 200,000	\$ -	Supplemental to HTUSA Contract; ongoing
2. Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses.			\$ 350,000				
	Makaukau Maui Campaign - creation of video, radio and print advertisements and media plan	Kinetic		\$ 141,994	\$ 88,994	\$ 53,000	The Makaukau Maui campaign was completed on May 5, 2024. The Contract with Kinetic is closed and last invoice in the amount of \$49,507 is being processed. There was cost savings of \$3,492.90 due to travel costs being under budget.
	TV, radio, digital and print advertisements	Various news and radio stations, Maui News, and Star-Advertiser		\$ 208,006	\$ 159,792	\$ 48,214	The Makaukau Maui campaign was completed on May 5, 2024. Final invoices with the news stations are being processed.

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2b. Support and encourage consistent Mālama Maui message to visitors.			\$ 300,000.00				
	Increase post-arrival visitor communication and education that is Maui site-specific, and addresses changes post-disaster.	Council for Native Hawaiian Advancement/Kilohana		\$ 300,000	\$ 150,000	\$ 150,000	Final deliverables are under review.
3. Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors on island.			\$ 100,000.00				
	Support Maui small businesses and Maui Made products.	Council for Native Hawaiian Advancement		\$ 100,000	\$ -	\$ 100,000	This contract was terminated in June 2024. Although CNHA reached out to number of potential sites, they were unable to secure a lease for a marketplace.
5. Support providing longer-term housing for wildfire-impacted households living in visitor-type accommodations by appealing to TVR owners.			\$ 50,000.00				
	Increase communication efforts to alert residents of housing options: Develop commercial promoting various housing programs to encourage residents to move out of hotel properties and into long-term resident housing.	Council for Native Hawaiian Advancement		\$ 25,000	\$ -	\$ 25,000	Commercial produced and distributed through social media (presented to the HTA Board). Activities complete. Final report received. Payments have been entered into Microix for processing.
	Lele Aloha seeks to be a critical bridge between community and agencies supporting Lahaina's housing efforts.	Lele Aloha		\$ -			Unable to settle on contract. No further action.
TOTAL:			\$ 5,000,000	\$ 4,975,693	\$ 4,599,479	\$ 375,521	