

# Fiscal Year 2025 Budget

For the Period July 1, 2024 to March 31, 2025

# Fiscal Year 2025 Tourism Budget

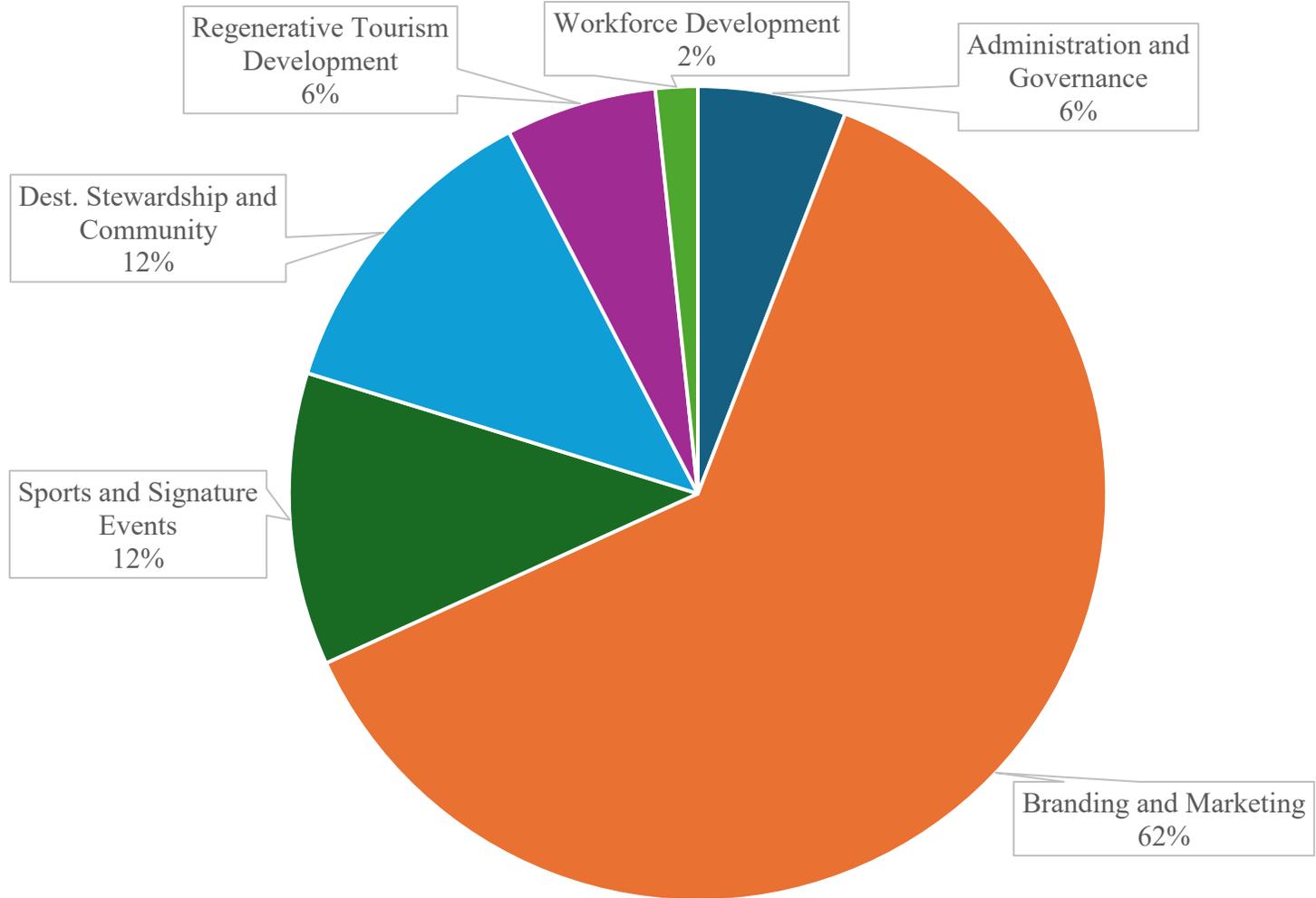
## For the Period July 1, 2024 to March 31, 2025

Program Title and ID	Paid To Date	Encumbrance Balance	Fiscal Year 2025 Budget	Budget vs. Actual
Administration and Governance – BED113	1,791,755	812,863	3,696,660	1,092,042
Branding and Marketing – BED114	16,557,684	19,597,361	39,249,201	3,094,156
Sports and Signature Events – BED115	2,588,491	2,057,164	7,318,075	2,672,420
Destination Stewardship and Community – BED116	870,996	2,764,542	7,923,883	4,288,345
Regenerative Tourism Development – BED117	1,170,048	1,554,713	3,762,181	1,037,420
Workforce Development – BED118	278,008	512,719	1,050,000	259,273
<b>Total</b>	<b>23,256,982</b>	<b>27,299,362</b>	<b>63,000,000</b>	<b>12,443,656</b>

# Sports and Signature Events

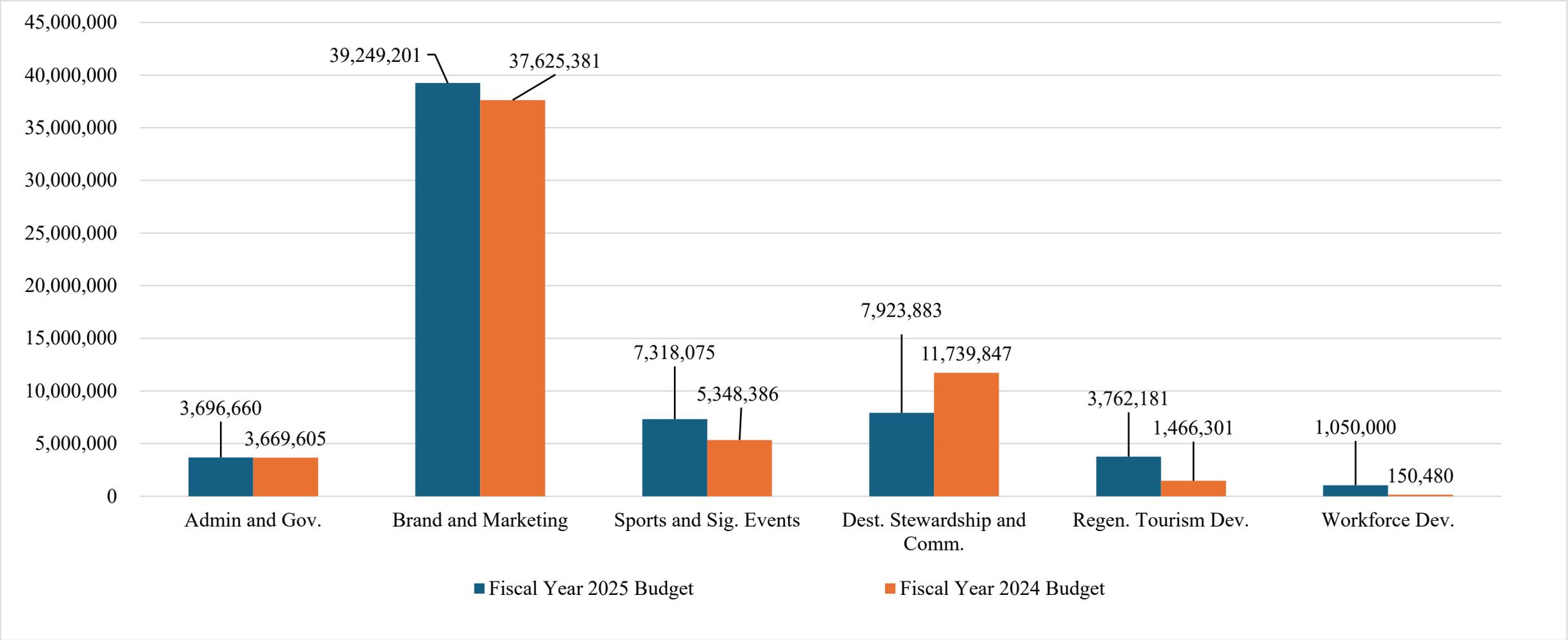
<b>Budget Line Item</b>	<b>Fiscal Year 2024 Budget</b>	<b>Fiscal Year 2025 Budget</b>
Basketball	500,000	750,000
College volleyball	166,000	167,000
Football	-	955,000
Golf	1,947,500	2,246,350
Salaries and overhead	76,934	808,741
Signature events	2,657,952	1,630,766
Sports opportunities - unallocated	-	460,218
Surfing	-	300,000
<b>Total Budget</b>	<b>5,348,386</b>	<b>7,318,075</b>

# Fiscal Year 2025 Tourism Budget



- Administration and Governance
- Branding and Marketing
- Sports and Signature Events
- Dest. Stewardship and Community
- Regenerative Tourism Development
- Workforce Development

# Fiscal Year 2025 vs. Fiscal Year 2024 HTA Operating Budget



# Fiscal Year 2025 Convention Center Budget For the Period July 1, 2024 to March 31, 2025

<b>Program Title and ID</b>	<b>Paid To Date</b>	<b>Encumbrance Balance</b>	<b>Fiscal Year 2025 Budget</b>	<b>Budget vs. Actual</b>
<b>HCC Operations</b>	1,764,585	2,512,733	4,277,318	-
<b>HCC Repairs and Maintenance</b>	28,119,382	-	28,119,382	-
<b>HCC Marketing</b>	1,603,300	-	28,119,382	-
<b>Total</b>	<b>31,487,267</b>	<b>2,512,733</b>	<b>34,000,000</b>	-

# Other Funds

For the Period July 1, 2024 to March 31, 2025

# Tourism Funds

- **Fiscal Year 2024 Tourism General Funds**

- Year to Date Expenditures = \$7,883,727
- Fund Balance = \$341,574
- Encumbrance Balance = \$341,574

- **Tourism Special Fund**

- Repealed on 1/1/22 per Act 1 Special Legislative Session 2021.
  - Ended annual Transient Accommodation Tax (TAT).
  - Funds encumbered as of June 30, 2021, are spendable to June 30, 2026. All other funds are restricted and unavailable for spending.
- Year to Date Expenditures = \$362,484
- Year to Date Interest Income = \$317,345
- Cash balance = \$8,362,981
- Encumbrance Balance = \$572,558

# Maui Response and Recovery Plan – Tourism Emergency Special Fund

- Under sections HRS 201B-9 and 201B-10, the Authority prepared a \$5,000,000 Maui tourism recovery plan.
- Upon completion of the plan, the emergency fund will have a cash balance of approximately \$103,000.
- For more information on the emergency fund and Maui tourism recovery plan, refer to the notes of the financial statements.

<b>Maui Response and Recovery to Date Spending – August 2023 to March 31, 2025</b>			
<b>Program</b>	<b>Paid to Date</b>	<b>Encumbrance Balance</b>	<b>Budget</b>
Immediate Wildfire Response	247,293	-	247,293
Long-term Housing	25,000	-	25,000
Marketing Promotions for Sports Event	3,400	-	3,400
Maui Resident Comms. Campaign	343,129	6,178	349,307
Pop-Up Makeke	25,000	-	25,000
USA Recovery Marketing Program #1	2,600,000	-	2,600,000
USA Recovery Marketing Program #2	1,350,000	-	1,350,000
USA Recovery Marketing Program #3	100,000	-	100,000
VEPAM	240,000	60,000	300,000
<b>Total</b>	<b>4,933,422</b>	<b>66,178</b>	<b>5,000,000</b>

# EDA State Tourism Grant

- On December 8, 2021 , the U.S. Department of Commerce’s Economic Development Administration (EDA) awarded the Authority a \$14,024,372, State Tourism Grant under the American Rescue Plan Act (ARPA).
- The grant period ends on May 31, 2027. Final payments must be completed before September 30, 2027.
- Sub-award with DLNR for \$7,200,000.
- Fund Balance = \$8,200,717
- For more information on the grant, refer to the notes of the financial statements.

<b>EDA-ARPA State Tourism Grant Total Spending – July 2023 to March 31, 2025</b>			
<b>Program</b>	<b>Paid to Date</b>	<b>Encumbrance Balance</b>	<b>Budget</b>
DLNR - Statewide Trail Capacity Study	136,495	963,505	1,100,000
DLNR - DOCARE Equipment and Ed. Materials	100,000	300,000	400,000
DLNR - Day-Use Mooring Buoy (DMB) Program	172,160	227,840	400,000
DLNR - O‘ahu Snorkel Trail	150,000	600,000	750,000
DLNR - Ala Kahakai Interpretive Plan	75,000	225,000	300,000
DLNR - Nāpu‘u Recreation Plan	300,000	100,000	400,000
DLNR - Nā Manu ‘Elele: Land Steward Program	890,000	2,960,000	3,850,000
USA MMA Leisure	3,250,000	-	3,250,000
USA MMA Co-op	750,000	-	750,000
Urban Trails	-	-	750,000
Tourism Collabs	-	-	750,000
Overhead	-	-	1,324,372
<b>Total</b>	<b>5,823,655</b>	<b>5,376,345</b>	<b>14,024,372</b>

# Convention Center Funds

- **Fiscal Year 2024 Convention Center General Funds**
  - Fund Balance = \$2,078,262
  - Encumbrance Balance = \$2,078,262
- **Convention Center Enterprise Special Fund**
  - Year to Date Revenue = \$14,486,139
    - \$11,000,000 TAT
    - \$2,424,781 HCC Operations
    - \$1,061,358 interest income
  - Cash balance = \$30,753,561
  - \$11,000,000 reserved for transfer to B&F (for fiscal year 2024 HCC operations)
- **Rooftop Repair Project**
  - Act 248, SLH 2022 appropriated \$15,000,000 for rooftop temporary repairs.
  - Act 230, SLH 2024 appropriated \$64,000,000 for the rooftop repair project.
  - Year to Expenditures for Professional Services = \$2,292,870
  - Lapsed Funds = \$12,761,100 (from Act 248, SLH 2022)
  - Fund Balance = \$62,939,548
  - Encumbrance Balance = \$4,985,557