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HTA Awards Funding to Support Community Events and Programs

HONOLULU – The Hawai'i Tourism Authority (HTA) announced today it is awarding funding to 95 events and programs in the Hawaiian Islands through its Community Enrichment program (CEP) for the 2020 calendar year, an increase from 74 recipients in 2019. The funds are generated from tourism dollars through the Transient Accommodations Tax (TAT), which people pay when they stay in legal accommodations throughout the state.

HTA's CEP funds a diverse array of festivals, events and year-round programs in support of culture, culinary arts, education, health and wellness, nature, agriculture, sports, technology and voluntourism. The festivals and events are often highly attended by Hawai'i's residents.

Funding recipients include nonprofit groups, community organizations and businesses with not-for-profit events. HTA issued a request for proposals on May 2 with the deadline of July 5 to submit applications. HTA staff held informational briefings about the submission process on all six main islands during the month of May.

"We are proud to support these programs and events that make Hawai'i so special for our residents and communities. These experiences can be enjoyed by both locals and visitors, and showcase our islands' rich heritage and multi-cultural communities. HTA is able to invest in these programs because of the TAT revenue generated from our visitor industry," said Caroline Anderson, HTA's Director of Community Enrichment.

HTA is also providing funding through its Kūkulu Ola and Aloha 'Āina programs. The awardees for those programs for 2020 will be announced soon.

Note to media: Interviews with Caroline Anderson and an awardee are available upon request. Click [here](#) to download a few photos of the 2020 CEP awardees.

Full List of HTA 2020 CEP Awardees

Statewide

- Hawai'i Food & Wine Festival
- 40th Annual Hawai'i International Film Festival
- Moloka'i 2 O'ahu Paddleboard World Championship
- Kanu Hawai'i – Volunteer Week Hawai'i
- Japanese Cultural Center of Hawai'i – Statewide Japanese Cultural Exchange
- Honolulu Theatre for Youth – The Royal School / Ke Kula Keiki Ali'i
- Kumu Kahua Theatre – 49th & 50th Season Contemporary Hawai'i Plays
- Hawaiian Mission Houses – Traveling History Theatre
- Nā'ālehu Theatre – Hawaiian Music Masters Community Reinvestment, including Youth Outreach Music Instruction (Waimānalo and Kailua-Kona), Gabby Pahinui Waimānalo Kanikapila, Live from Waimānalo, and He Huakai E Pana Na I Ke Ea (Kailua-Kona), along with the Aloha Shirt Festival

O'ahu

- 26th Annual Honolulu Festival
- Pan-Pacific Festival
- 38th Annual Hawaiian Slack Key Guitar Festival "Waikīkī Style"
- 38th Annual Okinawan Festival
- 50th Annual 'Ukulele Festival Hawai'i
- Mango Jam Honolulu
- Parade of Farms
- 18th Annual Waikīkī SPAM JAM®
- 28th Annual Filipino Fiesta
- POW! WOW! Hawai'i
- Hawai'i Polo Life Summer Invitational
- Hale'iwa Interpretative Signage Project and Walking Tour Map
- Hawai'i Book, Arts, & Music Festival
- Hawai'i Gay Flag Football League – Gay Bowl XX
- Honolulu Rainbow Film Festival
- Pu'uhonua Society – CONTACT 2020
- Hawai'i's Woodshow: Na Lā'au o Hawai'i
- Hawaiian Makahiki Series
- Wai'anae Economic Development Council – 'Āina Momona
- Waikalua Fishpond Cultural & Music Festival
- Hawai'i Scottish Festival and Highland Games
- VegFest O'ahu
- Pearl Harbor Aviation Museum – "You Are Here" Pavilion/Exhibit Project
- Waikīkī Aquarium – Ho'ike'ike Pili Kai
- Hawai'i Symphony Orchestra – Symphony Experience – New Year Celebration

Island of Hawai'i

- 50th Annual Kona Coffee Cultural Festival
- Kahilu Theatre 2020 Season
- Ka'ū Coffee Festival
- Hawai'i Performing Arts Festival 2020 Season
- HawaiiCon
- Hawai'i Kuauli Pacific and Asia Cultural Festival
- 5th Annual Hawai'i Island Festival of Birds
- Hawai'i Institute of Pacific Agriculture – North Kohala Farm Tours & Tastings
- Big Island Chocolate Festival
- Pōhāhā I Ka Lani – Mahina 'Ai
- Volcano's 'Ōhi'a Lehua Half Marathon, 5K and Keiki Dash
- Kona Historical Society – Hanohano 'O Kona: Wahi Pana Lecture Series
- XTERRA Hawai'i Island Off-Road Triathlon
- 100% Pure Kona Coffee Marathon & Half Marathon
- Legacy Reef Foundation – Coral Education Center
- 24th Annual Hawaiian Slack Key Guitar Festival "Kona Style"
- Hāmākua Harvest Farm Festival
- 2nd Annual Experience Volcano Festival

Kaua'i

- Waimea Town Celebration: Heritage of Aloha 2020
- Kōloa Plantation Days Festival

- 21st Paniolo Heritage Rodeo at the Kōloa Plantation Days Festival
- 28th Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"
- E Kanikapila Kakou 2020 – "Mele, Hula & Mo'olelo"
- 12th Annual Kaua'i Marathon and Half Marathon
- Lawai International Center – Cultural Awareness Events
- Kaua'i Matsuri Festival
- Heiva I Kaua'i
- Po'ipū Food & Wine Festival
- Kaua'i Chocolate & Coffee Festival
- Kaua'i Okinawan Festival
- Kaua'i Museum Association – 40th Annual Irmalee and Walter Pomroy May Day Lei Contest
- 4th Annual Kaua'i Old Time Gathering
- Po'ipū Beach Foundation – New Year's Eve Celebration at Po'ipū Beach Park
- 2nd Annual Garden Island Boogie Board Classic
- Equine Therapy, Inc.
- 'Ahahui Kīwila Hawai'i O Mo'ikeha – Ka Moku O Manokalanipō Pā'ani Makahiki and May Day by the Bay
- He Ino No Kaumuali'i – Makana Poinaole
- Kaua'i Museum Cultural Exhibit
- Storybook Theatre of Hawaii – Princess Ka'iulani Keiki Hula & Story Fest

Maui

- 20th Anniversary Maui Matsuri – A Japanese Festival
- Maui Film Festival
- Maui Nui Botanical Gardens – Lā 'Ulu – Breadfruit Day
- 29th Annual Hawaiian Slack Key Guitar Festival "Maui Style"
- Maui Marathon
- Maui Arts & Cultural Center – Visual Arts Exhibition Program and Maui 'Ukulele Festival
- Hui No'ēau – Hui Holidays
- 40th Annual Maui Whale Festival
- Maui Pops Orchestra 2020 Concerts
- Jazz Maui 5th Annual East Meets West Festival
- Maui Classical Music Festival
- Hāna Arts Presents! – A Workshops & Events Program in East Maui
- Maui Sunday Market
- 12th Annual Paddle for Life – Voyage to Lāna'i
- Maui Bicycling League – Exploring Maui's Greenways and Bike Paths

Moloka'i

- Moloka'i Canoe Festivals Presents – Kulaia Ho'olaule'a
- Moloka'i Holokai Ho'olaule'a
- Moloka'i Agricultural Festival

Lāna'i

- Lāna'i Community Association – Annual Tree Lighting Festival
- Lāna'i Culture & Heritage Center – Lāna'i Guide App

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates about HTA on [Facebook](#), [Instagram](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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