



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

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HTA Awards Funding to Natural Resources Programs

HONOLULU – The Hawai'i Tourism Authority (HTA) announced today it is awarding funding to 34 programs in the Hawaiian Islands through its Aloha 'Āina program for the 2020 calendar year, an increase from 28 recipients in 2019. This is in addition to the 95 programs and events HTA is funding through its [Community Enrichment](#) program, which was announced earlier this month. The money comes from tourism dollars through the Transient Accommodations Tax (TAT), which people pay when they stay in legal accommodations throughout the state.

HTA's Aloha 'Āina program funds community-based nonprofit and government programs helping to manage and protect Hawai'i's natural resources. The Hawaiian proverb, "He ali'i ka 'āina, he kauwā ke kānaka" means "the land is a chief, man is its servant," and therefore if we care for our natural resources, they will care for us.

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 islands during the month of May.

"Our Aloha 'Āina program is focused on the lasting value of stewardship by responsible community-based entities with an emphasis on 'āina-kanaka (land-human) relationships and knowledge. The collective objective is to reinvest tourism dollars to manage, conserve and revitalize Hawai'i's natural resources," said Kalani Ka'anā'anā, HTA's Director of Hawaiian Cultural Affairs.

HTA is also providing funding through its Kūkulu Ola program, which helps to perpetuate the Hawaiian culture. The Kūkulu Ola awardees for 2020 will be announced soon.

Note to media: Interviews with Kalani Ka'anā'anā and an awardee are available upon request. Click [here](#) to download a few photos of the Aloha 'Āina program awardees.

Full List of HTA 2020 Aloha 'Āina Awardees

Statewide

- DLNR - Division of Forestry and Wildlife
 - Mokuhālī'i: Covering the Islands in the Rapid 'Ōhi'a Death Outreach Network
- Hawaiian Islands Land Trust
 - Cultural & Ecological Restoration Program
- Kupu
 - Hawai'i Youth Conservation Corps
- University of Hawai'i
 - Rapid 'Ōhi'a Death Seed Banking Initiative 2020

O'ahu

- Hawai'i Marine Animal Response
 - Stewardship and Conservation of Hawai'i's Protected Marine Animals

- Hui o Ko'olaupoko
 - Mālama Muliwai o He'eia: Phase 2
- Kauluakalana
 - Kūkanono
- Mālama Maunalua
 - Site Model of Marine Restoration at Maunalua Bay
- Mālama Nā Honu
 - Mālama Nā Honu Conservation through Education Project 2020
- Maunalua Fishpond Heritage Center
 - Establishing Roots of Community Stewardship and Native Landscapes
- North Shore Community Land Trust
 - Sunset Beach Park Community-Based Dune Restoration
- Protectors of Paradise
 - Mākua & Keawa'ula Revitalization and Education Awareness Program
- Sustainable Coastlines Hawaii
 - The Pilina Pledge: From Plastics to Soil

Hawai'i Island

- Coral Reef Alliance
 - Hawai'i Wai Ola
- Edith K. Kānaka'ole Foundation
 - Makawalu a Kanaloa
- Hawai'i Forest Institute
 - Restoration and Education at Palamanui and La'i 'Ōpua Dry Forest Preserves
- Pōhāhā I Ka Lani
 - Liko No Ka Lama
- The Kohala Center, Inc.
 - Mālama Kahalu'u: Restoring Our Coral Reef Ecosystem
- Volcano Art Center
 - Niaulani Rain Forest Preservation & Education Program

Kaua'i

- DLNR - Division of Forestry and Wildlife
 - Alaka'i Boardwalk Replacement & Trailhead Interpretive Signs
- Garden Island Resource Conservation & Development, Inc.
 - Strengthening Visitor Capacity at Makauwahi Cave Reserve
 - Giving Back: Protecting Native Forest
- Kōke'e Natural History Museum
 - Kōke'e - Nature Interpreted 2020

Maui

- Coral Reef Alliance
 - Engaging Community Volunteers in Watershed Restoration - West Maui
- Friends of Auwahi Forest Restoration Project
 - Planting together
- Friends of the DT Fleming Arboretum at Pu'u Māhoe, Inc.
 - Pāhana Ho'ōla - Seeds of Hope 2020
- Ma Ka Hana Ka 'Ike
 - Wailua Nui Restoration Project
- Maui Nui Botanical Gardens
 - Seed Banking, Crop Storage, and Public Access to Maui Nui Plants

- Maui Nui Marine Resource Council, Inc.
 - Fire and Oysters: Improving Mā‘alaea Bay's Ocean Water Quality
- Nā Koa Manu Conservation
 - Pōhakuokala Gulch Community Forest Restoration Project
- The Nature Conservancy
 - Expanding Marine Conservation in Maui County to Meet 30x30 Targets
- University of Hawai‘i
 - Into the Darkness: Protecting Nā Manu o Ke Kai and the Night Skies

Moloka‘i

- ‘Āina Momona
 - ‘Āina Momona 2020 Aloha ‘Āina Fellowship Program
- Moloka‘i Land Trust
 - Expanding Habitat Restoration for Ground Nesting Seabirds & Endangered Species

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](#).

For more information, contact:

Marisa Yamane
Director of Communications & Public Relations
Hawai‘i Tourism Authority
Marisa.Yamane@gohta.net

Erin Khan
Vice President – Travel and Tourism
Anthology Marketing Group
Erin.Khan@AnthologyGroup.com