



HAWAII TOURISM AUTHORITY

DEPT. COMM. NO. 276

Hawai'i Convention Center
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David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

December 28, 2016

The Honorable Ronald D. Kouchi
President
And Members of the Senate
Hawai'i State Capitol
415 South Beretania Street Room 409
Honolulu, Hawai'i 96813

Dear President Kouchi,

The Hawai'i Tourism Authority (HTA) continues to make long term commitments towards supporting Hawai'i's indigenous culture into the future. As an agency it is a very important part of our mission and is a focus within our strategic plan and demonstrated throughout our programs. Hawaiian culture permeates within all initiatives. We have a fully dedicated position that executes these programs supported by our overall team who work together to ensure that Hawai'i's visitor industry supports the State and people of Hawai'i. The Hawaiian cultural program and funds invested has grown significantly since its inception and HTA is committed to continuing in this direction.

Pursuant to Act 119, Section 135 the HTA is submitting a listing of Hawaiian cultural programs and funds which were expended during FY 2015-2016 including program names, execution entities and invested amounts. Please note that this list includes programs, projects and events that are primarily of cultural focus and scope and does not include cultural budgets within our brand management contracts where additional funds are spent on cultural programming within our marketing initiatives.

We look forward to providing you with this report on an annual basis to keep you informed on our activities as it relates to continued support of Hawaiian culture within our agency.

If you have questions or need further clarification on any of our programs, please let me know. Mahalo for your continued support.

With Aloha,

George D. Szigeti
President and Chief Executive Officer

Program Detail		Description	Investment	
Program/Project/Event	Contractor/Vendor			
Signature Events and Major Festivals		Support of Native Hawaiian Signature Events and Major Festivals with a Hawaiian Oluke focus	\$ 623,500	
Aloha Festivals		Aloha Festivals is a Hawaiian cultural event that showcases Hawaii's music, dance, history and traditions in the fall of each year. This festival is held statewide and includes events such as the Royal Court Investiture, a Ho'olaule'a, Aloha festivals signature parades as well as opening ceremonies. HTA continues to support event organizers to create a statewide brand to re-build a premier statewide Hawaiian cultural event. STATEWIDE	\$ 230,000	
	Aloha Week Hawai'i	O'ahu Events		\$ 150,000
	Tri-Isle Resource Development	Maui, Moloka'i, Lāna'i Events		\$ 40,000
	Big Island Resource Development	Hawai'i Island Events		\$ 40,000
King Kamehameha Celebration		June 11th of each year was designated a public holiday to honor the memory of Kamehameha the Great, who united all of the Hawaiian Islands. Events include a Kamehameha Day parades, arts and crafts displays and lei draping ceremonies. Events are held across the state. Development of a program with DOE to heighten awareness of the historic significance at the elementary and middle school levels statewide. STATEWIDE	\$ 150,000	
	King Kamehameha Celebration Commission	O'ahu, Kaua'i, Kohala Events		\$ 90,000
	Tri-Isle Resource Development	Maui, Moloka'i, Lāna'i Events		\$ 20,000
	Hale Mua Cultural Group, Inc.	Hawai'i Island Events		\$ 40,000
Nā Hōkū Hanohano & Mele Mei Events	HARA/Stray Moon LLC	Support of this important event to honor Hawaiian music and artist as well as promote Hawaiian Music events from April through June annually.	\$ 200,000	
Prince Lot Hula Festival	Moanalua Gardens Foundation	This Festival is held in honor of Prince Lot Kapu'iwa (Kamehameha V) who reigned as King of Hawai'i in the late 1800's. This event continues the tradition of hula established by Prince Lot who ensured the survival of this special art. The festival is a non-competitive hula event that takes place on an authentic hula mound at Moanalua Gardens and includes hula and many other cultural demonstrations.	\$ 75,000	
Prince Kūhiō Celebration	Hawai'i Maoli	During the month of March, the Association of Hawaiian Civic Clubs honors its founder, Prince Jonah Kūhiō Kalaniana'ole. As Hawai'i's congressional delegate Prince Kuhio also established the Hawaiian Homes and the Hawai'i National Parks. The month long celebration includes parades, lū'au, holokū balls, chorale concerts, commemorative ceremonies and Hawaiian music performances. Events are held on O'ahu, Maui, Kaua'i and Hawai'i Island.	\$ 75,000	
Merrie Monarch Festival	Kukui Media	The Merrie Monarch Festival is a week-long cultural festival that take places annually on the island of Hawai'i. Many hālau hula (hula schools), including some from the U.S. mainland and Japan, attend the festival each year to participate in the festival exhibitions and competitions, which are considered the most prestigious of all hula contests. Funding goes to support the digital live streaming film crew to make the event available to a global audience.	\$ 50,000	
Duke's OceanFest	Duke's OceanFest	The annual Duke's OceanFest features a variety of ocean sports that were close to Duke Kahanamoku's heart, including Longboard Surfing, Paddleboard Racing, Swimming, Tandem Surfing, Surf Polo, Beach Volleyball, and Stand-Up Paddling.	\$ 30,000	
Queen Liliuokalani Long Distance Canoe Race	Kai Opuā Canoe Club/Hawaiian Canoe Racing Association	The world's largest long distance Hawaiian outrigger canoe race welcomes more than 2,500 outrigger canoe paddlers to Kona, Hawaii for five days of events that unfold throughout the Labor Day holiday weekend including its signature 18-mile long distance canoe race	\$ 50,000	
Kōloa Plantation Days	Kōloa Plantation Days	Delivering a unique experience that aligns with our people, place, and culture, this event celebrates Hawaiian culture on the island of Kaua'i.	\$ 63,500	
Kāneha (Greetings) Programs		These programs seek to create a Hawaiian sense of place and other a warm welcome with Aloha to our visitors through our signs and materials.	\$ 740,000	
Airport Greetings	Department of Transportation	Continue to create a sense of place through programs that highlight Hawaiian culture at Hawai'i airports. This is accomplished through incorporation of Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the pre- and post-arrival experience for visitors. STATEWIDE	\$ 650,000	
Harbor Greetings		Continue to create a sense of place through programs that highlight the host culture at Hawai'i cruise ship piers. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the arrival experience for visitors. Also to execute improvements to the entertainment area and upgrading of signage and decor, as well as pursuance of harbor access cards for volunteers and entertainers, all with which is to enhance the arrival experience of Hawai'i's visitors to the harbors.	\$ 90,000	
	Destination Hilo	Port of Hilo		\$ 30,000
	Destination Kona Coast	Port of Kona		\$ 20,000
	Lanaina Town Action Committee	Port of Lahaina		\$ 20,000
	Kaua'i County OED	Port of Nāwiliwili		\$ 20,000
Hawaiian Culture Initiatives		The partnerships and initiatives below are intended to strengthen the authenticity of Hawai'i's culture in the visitor industry.	\$ 2,279,065	
Center for Hawaiian Music & Dance	HTA	Monies set aside in a restricted use fund for the planning and development of a future Center for Hawaiian Music & Dance.	\$ 1,000,000	
Strategic Partnerships		In accordance with HTA's strategic plan, this area leverages funding from lead agencies through strategic partnerships with HTA. These programs help to bridge the visitor industry and the Hawaiian Community	\$ 1,064,678	
	Native Hawaiian Hospitality Association	Supports programs that promote Hawaiian Culture, values, and traditions in the workplace through consultation and education, and to provide opportunities for the Native Hawaiian community to shape the future of tourism.	\$ 445,000	
	Hawaii Community Foundation	Administration of the Kukulu Ola and Natural Resource Program funding to Community Programs which are detailed below.	\$ 294,560	
	Hawaii Amateur Surfing Association	Support of the Hawaii Amateur Surfing Association to support youth surfing events and develop the Aloha spirit and share this aspect of Hawaiian culture within the next generation of Surfers in Hawaii	\$ 150,000	
	Polynesian Voyaging Society	For the support of Hōkūle'a's world-wide voyage. HTA has a multi-year agreement to support at the \$500,000 level.	\$ 65,000	
	KFVE	Ad Buys on the Merrie Monarch streaming site for North America and Japan markets	\$ 11,518	
	Native American and Indigenous Studies	Support of the opening ceremony, cultural protocol and reception at the Native American and Indigenous Studies Assoc. Conference	\$ 10,000	
	Native Hawaiian Chamber of Commerce	Sponsorship of NHCC OO Awards Ceremonies	\$ 5,000	
	Danny Kaleikini Foundation	Sponsorship of Danny Kaleikini Foundation	\$ 5,000	
	Sustainable Communities Green Hawaii	Partnership with the Aloha+ Challenge	\$ 25,000	
	Department of Land & Natural Resources	Support and amplification of DLNR campaign "DLNR and You" to promote responsible visiting from a cultural and environmental standpoint	\$ 53,600	
Ma'ema'e Program	HTA	To support cultural elements of HTA's brand management (marketing) activities. This area assures that HTA is promoting Hawai'i in a way that is consistent with our brand identity. It includes educational programs for HTA contractors, media and travel trade in all markets to assure that Hawai'i is being promoted in a way that is consistent with our Hawaiian islands brand. This represents additional support to the existing cultural budgets that the Marketing Contractors have within each of their program areas.	\$ 60,680	
Market Support	HTA	Providing for cultural representation in the major markets for trade shows, missions, promotional events and other activities that showcase Hawai'i's unique people, place and culture	\$ 103,707	
Legacy Awards Program	HTA	Awards program held at the annual HTA Tourism Conference to recognize individuals, organizations and businesses who demonstrate a long term commitment towards the perpetuation of Hawaiian culture for the long term.	\$ 50,000	

Product/Development		The programs detailed below are those that seek to continually develop the unique attractions and activities found here in Hawaii.	238,700	
May Day	The Kālaïmoku Group	Continued build out of this event to be the marquee event for the start of May in the Hawaiian Islands, combining a tribute to Hawaii's Beachboys, the music that brought a spotlight to our islands and the connection to our visitors through these elements	\$ 36,000	
Monthly Music Series	The Kālaïmoku Group	Creating a monthly event at various venues that would showcase Hawaii's musicians. Bringing attention to Hawaiian Music year round it would be used to market Hawaiian Music Month.	\$ 97,700	
Hula Mound Program	Waikīkī Improvement Association	Program in Waikīkī that celebrates Hula on Waikīkī's hula mound. Support of authentic cultural entertainment weekly entertainment as well as a torch lighting along the boardwalk.	\$ 100,000	
Community Programs		The programs below are selected and compiled based on their Hawaiian Culture emphasis and are from the Community Product Foundation Program (Kūlu, Ola, Living Hawaiian Culture Program and Community Based Natural Resources Program). These programs support community based projects that share unique experiences to Hawaii, projects focused on perpetuating the Hawaiian Language and Culture and those programs that seek to improve and/or maintain the natural resources of Hawaii.	927,000	
Na Hulu Ali'i: Royal Hawaiian Featherwork	Bishop Museum	Bishop Museum will present the exhibition, Na Hulu Ali'i: Royal Hawaiian Featherwork, sharing the unique and comprehensive cultural, biological, and historical narrative on the cultural significance and practice of Hawaiian featherwork.		\$50,000
New Maoli ARTS Series Exhibition Project at The ARTS at Marks Garage	Hawaii Academy of Performing Arts	New Maoli ARTS is a series of 4 interactive exhibitions featuring new Hawaiian art forms created by native artists and held at Marks Garage in Chinatown, Honolulu.		\$20,000
Hawaii Theatre presents Hawaiian Music Series	Hawaii Theatre Center	To support Hawaii Theatre's Hawaiian music series of 9 concert productions in 2016 that bring authentic Hawaiian performances to the stage and support local artists and deepen appreciation for the Hawaiian culture.		\$15,000
Na Mele Aloha	Hawaiian Mission Children's Society	To support Na Mele Aloha, a 4-event music series, at Hawaiian Mission Homes that explore Hawaiian music through time from oli and chant to the Hawaiian musical renaissance.		\$15,000
Loi Kalo Internship Program and Poi Production	Ho'okua'aina	To expand the Loi Kalo Internship and Poi Production program, a job skills training and cultural values based mentoring program for at-risk youth in Windward Oahu.		\$46,364
Waiwai O Waianae	Ka'ala Farm	To support the creation of a third one-mile water line at the Ka'ala Farm Cultural Learning Center, build and restore 8 ponded loi kalo as a firebreak protection, and support twice monthly volunteer days to bring water and life to the land.		\$20,000
41st Annual Queen Lili'uokalani Keiki Hula Competition	Kalihi-Palama Culture & Arts Society, Inc.	To support the 2016 Queen Lili'uokalani Keiki Hula Competition which celebrates and perpetuates hula and the Hawaiian culture.		\$50,000
Pahola Ke Aloha	Kokua Kalihi Valley Comprehensive Family Services	The Ho'oulu Aina (HA) program will create a learning network of alaka'i from HA and other malama 'aina programs to develop and perpetuate Hawaiian principles of hosting and welcoming visitors to cultural 'aina-based programs.		\$50,000
2016 45th Season at Kumu Kahua Theatre	Kumu Kahua Theatre	To support Kumu Kahua's cultural productions and marketing to visitors and residents.		\$20,000
Mana Maoli Ho'okele I ka Aina Tour, Navigating the Land with Mana Mele	Mana Maoli	To support and expand the Mana Mele Project which involves youth and cultural practitioners in producing Knowledge Resource Products in audio or video form QR codes at sites frequented by visitors and residents.		\$59,888
Enhancing Hawaii's Cultural and Historical Education	Manoa Heritage Center	To assist with the expansion of the Manoa Heritage Center's Native Hawaiian garden which includes indigenous and endemic plants and helps to educate residents and visitors on native plants and the Hawaiian culture.		\$43,000
Hawaiian Music Masters Youth Outreach and Community Reinvestment	Na'alehu Theatre	To support the Hawaiian Music Masters Youth Outreach program for children in Waimanalo and Hilo to learn and participate in musical workshops and performances led by Cyril Pahinui.		\$35,000
Hawaiian Media Makers Series 2016: The 2nd Hawaiian Media Makers Conference and Brown Book Creation	Pacific Islanders in Communications	To support the Hawaiian Media Makers in creating guidelines and protocols for doing media work in a culturally appropriate way by conducting a 2016 symposium and Brown Book workshops and creating a protocol handbook.		\$50,000
Hakipuu Loi Kalo	Trust for Public Land	To support TPL's efforts to protect a working lo'i kalo in Hakipuu, a culturally important landscape that supports the community and local charter school.		\$30,000
Ulu A'e After School Program	Ulu A'e After School Program	To support an after school program at Kapolei Middle and Elementary schools that provides cultural learning practices and activities, including hula, ukulele lessons, and arts and crafts.		\$25,000
Maui Nei Cultural Education Program	Friends of Moku'ula, Inc.	The Maui Nei program provides visitors and residents opportunities to learn about Lahaina and the restoration of Moku'ula island and Loko O Mokuhinia fish pond while engaging in cultural activities.		\$20,500
Ho'omau I ka Hale Kahiko: Training a New Generation of Master Hale Builders	Holani Hana	A hale building program which trains and certifies hale builders in building a traditional hale.		\$35,000
Sharing a Living Cultural Treasure: Expanding our Voyaging, Education, and Outreach Programs	Hui O Wa'a Kaulua	To perpetuate traditional Hawaiian canoe voyaging and celestial navigation by conducting crew training and educational programs using the newly launched canoe, Mo'okiha O Pi'ilani, on Maui.		\$42,000
E Ike Hou Lanai: Embracing Lanai's History Through Language and Literacy Program	Lanai Culture & Heritage Center	A summer culture and language program for youth, residents, and hotel staff on Lanai.		\$16,300
Celebrate Hawaii	Maui Arts & Cultural Center	The Celebrate Hawaii program is a series of 6 events providing residents and visitors with knowledge of Hawaiian culture and history through traditional and contemporary literature, plays, mo'olelo, mele, and hula.		\$26,000
E Ho'oulu 'Ike: Cultural Enrichment Mornings at the Museum	Maui Historical Society	The Bailey House Museum will create a weekly Aloha Friday morning cultural program open to residents and visitors to learn Hawaiian music, hula, language, lei and featherwork.		\$12,680
Promoting Visitor and Community Connection to Traditional Hawaiian Crops	Maui Nui Botanical Gardens, Inc.	To support Maui Nui Botanical Garden's program to grow and maintain Hawaiian crops (kalo, uala, ko, awa, maia), distribute varieties to residents and community organizations, create educational materials for visiting school and community groups, and employ cultural practitioners to teach plant classes.		\$37,000
Makaweli Mahiai Experience	Kumano I Ke Ala O Makaweli	A cultural program at Makaweli Poi Mill and Farm that will provide residents and visitors with a hands-on experience in the lo'i to learn the importance of kalo.		\$20,000
Namahoe Kauai Project: Voyaging from the past into the future	Leadership Kauai	To support a partnership between Leadership Kauai and Na Kalai Wa'a that combines leadership training and traditional navigation education and sailing opportunities.		\$20,000
Imaka (To Oversee)	Edith Kanakaole Foundation	To restore the Imakakoloa Heiau, the only known hula heiau on Hawaii Island, and perpetuate the practice of temple building and Kuhikuhipuune.		\$35,000
Ka Piliina Poina 'Ole "Connections Not Forgotten"	Hawaii Forest Institute	To support site visits or huakai to Kaupulehu Dryland Forest, Kalaemano Cultural Center, and Laiohua Preserve to learn and conduct on-site restoration activities.		\$25,000
Malamalama Kiholo	Hui Aloha Kiholo	To support cultural educational activities at Kiholo Bay and provide visitor enrichment and authentic experiences to bay users.		\$20,000
The Malolo Project	Pa'a Pono Miloli'i	A restoration project under master canoe builder, Bill Rosehill, to address the revival of traditional canoe restoration of the Malolo and use of the canoe for cultural events, celebrations, and racing.		\$20,000
Kahuli	Pohaha I Ka Lani	To support cultural programming and restoration efforts at the ancient village site of Napo'opo'o in Waipi'o Valley.		\$25,000
Hale Mua Project, Establishing a space to inspire, develop, and mentor our youth	Aha Kane Foundation for the Advancement of Native Hawaiian Males	A program to increase awareness and empowerment of Native Hawaiian kane to fulfill their roles and responsibilities to their families and communities through cultural practices and values.		\$65,000
Ka Pa o Lonopuha	Ka Pa o Lonopuha	A program to train the next generation of practitioners in holistic Native Hawaiian health through multidisciplinary, interactive programs based in the culture and on the land.		\$28,000
The KIRC Virtual Museum	Kaho'olawe Island Reserve Commission	To create an online museum of Hawaiian artifacts, storied places and archival materials of the Kaho'olawe Island Reserve and make it accessible to visitors around the world to learn the history of Kaho'olawe and help perpetuate Hawaiian culture.		\$45,200
MAMO (Maoli Arts Movement) 2016	Pa'i Foundation	To support the Maoli Arts Movement which showcases Native Hawaiian artists and arts while perpetuating Hawaiian culture.		\$26,000
2016 Mele Murals Program	The Estria Foundation	The Mele Murals program serves high-risk, at-risk and vulnerable children and young adults with cultural workshops and events that create large-scale outdoor murals focused on Hawaiian songs, chants, or poems from the community.		\$67,068

Huli'ia: A traditional tool to support malama aina	University of Hawaii - Manoa, Sea Grant	To use huli'ia, a tool based on traditional Hawaiian worldview to guide best practices and efficient and effective management strategies most beneficial to the health of a community, in 3 communities throughout the state and learn best practices of caring for the land and malama 'aina.	\$25,000
"Getting to Know the Ko'olau" Community Conservation Project	Ko'olau Mountains Watershed Partnership	To support the removal of invasive weeds and planting of native plants on the Ko'olau Mountains and protect our watershed forests and fresh water resources.	\$15,000
Malama Auwahi: Fostering community-based stewardship of Maui's finest wahi pana forest	Auwahi	To support restoration efforts at Auwahi dryland forest through monthly volunteer workday trips and other educational and outreach efforts.	\$50,000
East Maui Watershed Partnership - Puu Pahu Reserve, Protection, & View-corridor Enhancement Phase 2	East Maui Watershed Partnership	To support removal of priority weed species from Puu Pahu Reserve near Haleakala National Park and create a pilot project for volunteer based outplanting of native species.	\$20,000
Seed storage of and increased community access to rare native Hawaiian coastal plant species	Maui Nui Botanical Gardens, Inc.	To identify coastal native plant species most needed for protection and restoration efforts and create a coastal native plant seed bank valuable to land managers.	\$30,000
Ahihi-Kinaiu Information Education and Volunteer Program	State of Hawaii - Division of Forestry and Wildlife	To provide for an Ahihi-Kinaiu volunteer coordinator and development of a visitor activity map for the heavily visited, Ahihi-Kinaiu Area Reserve on Maui.	\$25,000
Pahana Ho'ouala - Seeds of Hope 2016	The Friends of the D.T. Fleming Arboretum	A program for residents and visitors to learn and participate in the preservation, restoration, and perpetuation of Hawaii's native plants through on-site programs, tours, and field trips through Fleming Arboretum.	\$10,000
Community Co-Management Approaches for Haena, Kauai	Hui Makaainana o Makana	To provide for the co-management of the ahupuaa of Haena through site maintenance and restoration, monitoring, education and outreach, and sustainability of natural resources for the community.	\$30,000
Hui o Laka Koke'e State Park Interpretive Program 2016	Hui o Laka - Koke'e Natural History Museum	To seed new interpretive and educational program offerings for Koke'e State Park on the island of Kauai.	\$15,000
Building Sustainability of Near Shore Fisheries and Marine Resources in South Kona, Hawaii	Conservation International Foundation	To expand sustainable management of the South Kona opelu (mackerel scad) fishery and explore new markets for sustainable products, while using cultural traditions of fishery management and supporting community food security.	\$20,000
Ka'u Scenic Byway Lava Flow Signs	Ka'u Scenic Byway	To place 12 educational signs in the public right-of-way along Highway 11 through Ka'u identifying the date of the lava flows.	\$3,000
Outreach & Research to Prevent the Spread of Rapid Ohia Death	University of Hawaii - Manoa, CTAHR	To support the Rapid Ohia Death Response Team - a partnership between the UH Manoa College of Tropical Agriculture and Human Resources Cooperative Extension Service and the U.S. Department of Agriculture Forest Service and USDA Agricultural Research Service on Hawaii Island - efforts to research and outreach and stop the spread of a fungal pathogen that has killed 15,000 acres of Ohia forest on Hawaii Island.	\$79,000
Panaewa Stampede Rodeo	Hawaii Horse Owners, Inc.	The Panaewa Stampede is a two day event that features Hawaii's Island's Paniolo cowboys, cowgirls and youth competing against visiting contestants from other islands and the mainland. The competitions showcase traditional rodeo skills of riding, roping, bulls and broncos, along with old ranch skills done only in Hawaii. Craft and food booths, leather saddle making exhibits, and cultural and historical displays on Paniolo History will also be on site. The Rodeo "show" is entertaining, educational and character building, and provides education on a large part of Hawaiian culture.	\$20,000.00
Hilo Hula Tuesdays and Hawaiian Culture Program	Hilo Hawaii Visitor Industry Association, Inc. dba Destination Hilo	Hilo Tuesdays and Hawaiian Culture program offers weekly live performances by Native Hawaiian musicians and hula dancers. Hands-on workshops on traditional flower lei making, medicinal herbs, and Hawaiian crafts are also offered by cultural practitioners. All events and activities are free of charge.	\$12,500.00
Hawaii Poke Festival	Suisan Company, Ltd.	The Hawaii Poke Festival celebrates poke as a unique part of Hawaii's cuisine and heritage. The Festival features poke counters, food trucks, supermarkets, restaurants, and hotels that provides samples of poke varieties, poke-inspired dishes, and seafood-related demonstrations including fish cutting and poke mixing. Non-food booths also showcase local suppliers of poke ingredients like ogo and inamona.	\$10,000.00
The Hula Arts at Kilauea in Hawaii Volcanoes National Park	Volcano Art Center	The Hula Arts at Kilauea showcases a variety of Hula performances and demonstrations in Hawaii Volcanoes National Park. Authentic Hula Kahiko Presentations, Na Mea Hula Hands-On Hula Arts Demonstrations, Aloha Friday Program, May Day is Lei Day, and the Kilauea Cultural Festival are major components of the year round program.	\$15,000.00
10th Annual Pailolo Challenge- Maui to Molokai Canoe Race	Hawaiian Kamali'i, Inc. dba Hawaiian Canoe Club	Hawaiian outrigger canoe race travels 26 miles from DT Fleming Beach on Maui to Kaunakakai Pier, Molokai.	\$25,000
25th Annual Hawaiian Slack Key Guitar Festival "Maui Style"	Ki-ho'alu Foundation, Inc.	Free outdoor concert at the MACC featuring popular ki-ho'alu (slack key guitar) performers, along with local food and craft vendors.	\$10,000
8th Annual Maui Hawaiian Steel Guitar Festival	Arts Education for Children Group (AECG)	Event features Hawaiian steel guitar performances by master players, along with music and cultural workshops.	\$11,000
Art with Aloha	Hui Noeau	Art with Aloha will provide residents and visitors with an unparalleled opportunity to experience true Hawaiian culture alongside some of Hawaii's most skilled practitioner of Hawaiian arts and craft.	\$10,000
Hawaiian Music Series	The Lahaina Restoration Foundation.	Free Hawaiian music concert on the museum lawn the last Thursday every month from 6-7:30 pm	\$10,000
Ku Mai Ka Hula 2016	Maui Arts & Cultural Center (MACC)	Adult hula competition features halau from Hawaii, the US and Japan in solo and group categories, with mele and chants from Maui Nui.	\$15,000
Maui Ukulele Festival 2016	Maui Arts & Cultural Center (MACC)	11th annual festival offers a free afternoon of Hawaiian 'ukulele music at the outdoor amphitheater, with food and craft vendors, and 'ukulele workshops.	\$14,000
Nā Hulu Ali'i Pau Hana Evening Program Series	Bishop Museum	Bishop Museum will create a two part evening event series celebrating the cultural and natural significance of Hawaii's native featherwork tradition as a complement Lele O Nā Manu: Hawaiian Forest Birds (March 19 -July 24, 2016) and the unveiling of the 'Ahu 'Ula and Mahiole of Kalaniopiu'u, two historic cultural treasures coming to Hawaii on loan from the Te Papa Museum, New Zealand. Guests will enjoy Hawaiian food and drinks, explore Bishop Museum's galleries and programs, hear live music and see hula, and connect with featherwork and avian cultural practitioners and scholars through featherwork demonstrations / activities. The Museum will extend its kama'aina admission rate to visitors for these events.	\$20,000
Lei Day Celebration	City and County of Honolulu Department of Parks and Recreation	The Department of Parks and Recreation conducts an annual Lei Day Festival which celebrates the artistry and custom of giving and receiving lei. This event began in 1927, crowning its first Lei Queen in 1928. The goal is to celebrate and perpetuate the artistry of lei making.	\$20,000
Hawaii Book and Music Festival	Hawaii Book and Music Festival	HBMF presents the community's most creative minds and performers. 50 booths and vendors, a swap meet, booksellers Barnes & Noble, Native Books, associated publishing and other enterprises. Food booths featuring a range of international foods and jumpers/rides for keiki.	\$20,000
History Theatre	Hawaiian Mission Children's Society	Hawaiian Mission Houses Historic Site and Archives will develop historic characters to encourage a variety of audiences, both resident and visitor, to explore the history of Hawaii through theatrical performances. History Theatre is the vehicle for the development of historic characters which become available to our community. Theatre performances at O'ahu Cemetery are a form of museum theater where audiences move in groups from one gravesite to another. Actors in period costume relate the story of the individuals. Opportunities to ask questions at the end of each event bring a rich dialog and deeper understanding of history. Re-use of the characters by O'ahu Visitors Bureau and other organizations furthers the reach of this History Theatre Program.	\$15,500
Waimea Valley May Day Music Festival	Hi'ipaka LLC	The proposed project will be a May Day music festival featuring Hawaiian music, culture and activities. It will kick-off the Waimea Valley Summer Concert Series. The Waimea Valley May Day Music Festival will honor Gabby Pahinui and Emily Pahinui as part of our annual May Day Celebration.	\$15,000
16th Annual Windward Ho'oulaule'a	Kaneohe Business Group	The Windward Ho'oulaule'a is a family-friendly event that seeks to provide an authentic, multi-ethnic cultural and community-based experience for visitors and residents alike. The major elements include: hula and cultural demonstrations, food booths representing the ethnic mix of Hawaii, over 60 craft booths, educational opportunities.	\$12,000
34th Annual Hawaiian Slack Key Guitar Festival "Waikiki Style"	Ki-ho'alu Foundation	The festival functions as a showcase for some of Hawaii's foremost artists in the slack key guitar genre. These artists, through the festival, help to promote, preserve, and perpetuate Hawaii's indigenous guitar art form that is 185 years old. The festival also serves as an educational tool for our visitors looking to learn more about our culture through its unique music.	\$5,000

First Hawaiian Slack Key Guitar Festival "North Shore Style"	Ki-ho`alu Foundation	The festival functions as a showcase for some of Hawai'i's foremost artists in the slack key guitar genre. These artists, through the festival, help to promote, preserve, and perpetuate Hawai'i's indigenous guitar art form that is 185 years old. The festival also serves as an educational tool for our visitors looking to learn more about our culture through its unique music.	\$5,000
Haleiwa Interpretative Signage Project	North Shore Chamber of Commerce	The project will cover: 3-4 stand-alone Interpretive and Directional Signs conveying the story of Haleiwa (name, history, immigration, sugar, agriculture), a map of the town and the location of the buildings hosting plaques. Building Plaques - at least twelve building plaques will be installed. The plaques will highlight stories about the place and how it connects the past to the present.	\$9,500
Hapa Haole Hula Festival and Competition	Pa'i Foundation	The Hapa Haole Festival and Competition will feature hula and music from the hapa haole era. The festival will begin with a presentation of the 2015 winners and a vocal competition, then continuing with a hands-on educational workshop at the Pa'i Arts and Culture Center by various scholars, finally the Hapa Haole Hula Competition will be held at the Hawai'i Theater.	\$10,000
46th Annual `Ukulele Festival	`Ukulele Festival	The `Ukulele Festival brings people from Hawai'i and throughout the world together to showcase the beautiful sounds of the `ukulele. The Festival gather all participants at Kapiolani Park Bandstand to share their talent and love of the `ukulele with the thousands of people in attendance.	\$15,000
Duke Kahanamoku Beach Challenge	Waikiki Community Center	The project is a unique, community-based effort to perpetuate and showcase Hawaiian culture. The experience is multi-faceted and includes educating people on individuals that have significantly contributed to our Hawaiian water culture, showcasing a wide variety of quality Hawaiian music and dance and perpetuating Hawaiian sports through competition and public participation.	\$14,000
E Kanikapila Kokou 2016 Leap into Hawaiian Music	Garden Island Arts Council	Backyard Hawaiian music jams with outstanding composers, musicians, language specialists, storytellers and kumu hula sharing Hawaiian songs, chants, stories, and dance.	\$22,000
Kōloa Plantation Days Rodeo	Kaua'i Rodeo Club	Rodeo style event honoring Kaua'i's Paniolo heritage and its cattle ranching industry by providing visitors and Kama'āina the opportunity to engage into the experiences of Hawaiian Plantation Paniolos at work. Events include roping, barrel racing, bull riding and you can find food booths and trucks, crafts, music and lots of good fun!	\$8,500
24th Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"	Kihoalu Foundation	Come enjoy Hawai'i's most prominent artists in the slack key genre throughout the State of Hawai'i. Festivities include crafters and ono food.	\$5,000
2016 Waimea Town Celebration: Heritage of Aloha	West Kauai Business and Professionals Assn.	10K, 5K, and 2K Fun Run; Waimea Roundup Rodeo; Paniolo Hat Lei Contest; King Kaumuali'i celebration; Watermen's weekend, Hanahou Film Festival, ukulele and icecream eating contest, basketball, softball tournaments; canoe races; exhibits; workshops; 2 -day ho'olaule'a, entertainment, games, food and carnival rides and so much more.	\$35,000
Prince Kuhio Celebration Kaua'i	Poipu Beach Foundation-Kūhi'ō	Prince Kūhi'ō Celebration serves to honor Hawai'i's beloved Prince by demonstrating the influence and impact of his efforts of the Hawaiian way of living. Activities include, All Girls rodeo, talk-story with cultural specialists, craft fair, luau, royal dinner and a site visit to Prince Kuhio Park.	\$22,000
May Day by the Bay	Ahahui Kiwila Hawai'i O Moikeha-May Day	Featuring Hawaiian music performed by groups from Kaua'i and throughout the state, hula, cultural demonstrations by practitioners, Kaua'i Made craft fair, display by community groups, Hawaiian food, and Silent Auction	\$11,000
2016 Hawaiian Cultural Events & Mokihana Festivals	Malie Foundation-Na Lei and Moki	Mission to promote and perpetuate Hawaiian culture, contemporary Hawaiian cultural events offered through all seasons of the year. Enjoy Na Lei Hiwahiwa May Day Concert in May and the famous Mokihana Festival featuring hula competition, hawaiian language competition, composers contests and so much more in September!	\$35,000
Kaua'i Steel Guitar Festival	Himele-Steel Guitar	Educational outreach to public and private school students. Festival to develop and promote appreciation and interest in the Hawaiian Steel Guitar as a uniquely Hawaiian music genre. Public performances, presentations, musical and clutral workshops.	\$4,000
Kaua'i Museum Cultural Festivals (incl May Day)	Kaua'i Museum Association Ltd-Cul Festivals-incl may day	Each festival will be a family-friendly day filled with traditional food, music, dance, games, arts and crafts that showcases the contributions that particular culture has made to our island.	\$15,000
28th Annual Eo E Emalani I Alakai	Hui O Laka-Emalani	Historical commemoration of Queen Emma's 1871 trek into the uplands of Kaua'i and Alakai Swamp is set in lush Kanaloahuluhulu Meadow. Outdoor exhibits, traditional craft demonstrations, sales, snacks, t-shirt booths. Queen Emma is represented by a woman of Kaua'i enters Kanaloahuluhulu on horseback, accompanied by her lady-in-waiting and a guide. Unfolds into hula halau performing gifts of hula.	\$15,000
Annual Celebration of Prince Kūhi'ō	Kaua'i Museum Association Ltd-Prince Kūhi'ō Royal Band	The Royal Hawaiian Band plays at Prince Kūhi'ō Park for a community celebration. Enjoy the music of this band whose music and performances stretch back to the Royal Alii of Hawai'i.	\$4,000