

**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

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January 10, 2017

The Honorable Jill Tokuda, Chair
Senate Committee on Ways and Means
State Capitol, Room 207
Honolulu, Hawaii 96813

Dear Chair Tokuda:

Attached is an amended narrative for the Department of Business, Economic Development & Tourism's testimony for the budget hearing held on Tuesday, January 10, 2017.

We have made the following corrections to the testimony:

- Page 11 - BED 105 Budget Adjustment corrected from None to \$200,000 for Federal Grant Ceiling. This request for an increase in ceiling is in anticipation of a federal Economic Assistance Grant from the Department of Commerce.
- Page 24 - The program number was incorrectly listed as BED 100, and is now corrected to read: BED 142 Budget Adjustment: None.

We would appreciate your distribution to the other committee members.

Sincerely,

Luis P. Salaveria

Enclosure

AMENDED 1-10-17

**Department of Business, Economic Development & Tourism
Biennium Budget FY 2018-2019
2017 Hawaii State Legislature
Budget Briefing**

Statement of
LUIS P. SALAVERIA
Director
Department of Business, Economic Development & Tourism
Before the
SENATE COMMITTEE ON WAYS AND MEANS

Tuesday, January 10, 2017
9:00 AM
State Capitol, Conference Room 211

Informational Budget Briefing

Chair Tokuda, Vice Chair Dela Cruz, and Members of the Committee. Thank you for this opportunity to testify on the Department of Business, Economic Development, and Tourism's budget.

I have asked all appropriate Division Managers and Agency Directors to be available with me today to answer any questions you may have.

Mission Statement: DBEDT's mission is to support the development of a Hawaii economy that embraces innovation; an economy that is globally competitive, dynamic and productive; and provides opportunities for all Hawaii's citizens.

Overview: DBEDT is Hawaii's resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages. The department oversees six divisions and has 11 attached agencies.

Objectives: DBEDT's primary objectives are to create broad policy determinations with respect to economic development in the State of Hawaii, and to stimulate opportunities that offer the most immediate promise of expanding Hawaii's economy. The department encourages initiative and creative thinking in developing objectives and activities that are in line with our overall growth strategy.

Going forward we want to capitalize on this trend within the economy and continue on an investment and growth strategy that will position Hawaii's economy to become more diversified and resilient. Our attention is focused on efforts that will build infrastructure, increase both internal and external capital, and develop and attract talent that will be our workforce of the future. The department's efforts have been targeted to stimulate economic activity in areas of competitive advantage and economic potential.

Innovation growth areas such as clean and renewable energy, global broadband, creative media, and the tech industry offer the promise of creating a knowledge-based economy that can grow and thrive in our state. In addition, advancements and recent trends in agriculture, aerospace, and foreign trade can further position the state's economy and create new jobs and opportunities for Hawaii's residents.

DBEDT's divisions and attached agencies are actively working on initiatives that support this mission of building infrastructure, attracting capital, and developing talent.

Transit-oriented development, state-sponsored and supported broadband infrastructure, Kakaako Innovation Block, the 80/80 initiative, Creative Media/Film Studio Cluster, Start-Up Paradise, Kalaeloa Microgrid, Pixar-in-a-Box, and the First Responder Tech Hub are a few examples of the efforts being undertaken by the department.

The time is now to begin developing the industries that will transform Hawaii's economy.

[NOTE: A complete list of operating and CIP requests are on Tables 6 and 17].

It's the Administration's Priority to Continue to Developing Hawaii's Innovation Economy:

Innovation is the key to Hawaii's growth strategy in today's global economy. Innovation drives economic growth, creates jobs, and is necessary to transform the state into a knowledge- and technology-based economy in order to remain competitive around the world. The state's initiatives that utilize innovation builds on sustaining existing economic momentum and ensures success in the future.

DBEDT's divisions and attached agencies have organized and aligned their programs to support an entrepreneurial ecosystem. Hawaii has made tremendous progress in support of this ecosystem, which include:

- Co-working spaces opening up around the State
- Startup Weekends and Pitch Events
- Export tradeshows (e.g. Tokyo Gift Fair)
- Industry showcases (e.g. Honolulu Fashion Week)
- Investor Summits (e.g. East Meets West conference)
- A continuum of startup capital available, from accelerator programs to Hawaii-based investment funds
- Providing pre-seed through Series A capital to Hawaii startups
- Four venture accelerator programs operating in the software, renewable energy and film/media sectors.
- FTZ and NELHA's new business incubators.

- Pixar In A Box Collaboration – Creative Industries Division, Department Of Education, and Pixar Animation/Disney partnership.
- Broadband – increasing the state’s broadband capacity and speed
- Six Hawaii-based investment funds up and running

Department Priorities: DBEDT's budget priorities are based on those initiatives that best meet the following objectives:

- **Create an Innovation Economy** – Create an infrastructure that enables Hawaii’s creative and entrepreneurial talent to turn ideas into products and services in a globally competitive economy. This will, in turn, increase the flow of people, products, services and ideas between Hawaii and export markets.
- **Expand Hawaii’s Clean Energy Initiative** – Grow Hawaii’s clean energy economy through the Hawaii Clean Energy Initiative by transforming how the state uses energy by accelerating the production of renewable and alternative energy, increasing energy efficiency and developing and adopting new technologies, thereby ensuring energy security, long-term environmental quality and benefits to residents.
- **Improve Hawaii’s Business Environment** – Lead public sector efforts to bring about a business environment that is market-driven, and rewards productivity and entrepreneurship.
- **Increase Hawaii’s Broadband Capacity and Speeds** – expanding the State’s broadband capacity will enable rapid access of information, accelerate business development, connect first responders more efficiently, create telemedicine opportunities for the healthcare industry, enhance educational resources, improve communications networks, enhance telecommuting, and enable smart grid technology.
- **Plan Dynamic Communities** – Plan and develop live-work-play communities to attract and retain a skilled workforce. At the same time, meeting the demand for housing by supporting the creation of low- and moderate-income homes for Hawaii’s residents through financing of private sector developments with long-term affordability.
- **Measure and Monitor Economic Conditions** -- Provide economic data and research analysis, and policy recommendations to government agencies and to the business community by making them accessible online.
- **Sustain the Visitor Industry** – Develop and implement Hawaii’s strategic and marketing plan for tourism to sustain a healthy visitor industry through alignment of global marketing programs with Hawaii’s distinctive products, natural resources, the Hawaiian host culture and multi-cultures.

Hawaii's Economic Conditions: Based on the most recent developments in the national and global economy; the performance of Hawaii's major industries; the labor market conditions in the State; and growth of gross state product (GDP), personal income, and tax revenues, DBEDT expects that Hawaii's economy will have 1.9% real GDP growth.

[NOTE: On Jan. 5, 2017, Dr. Eugene Tian did a presentation to the Legislature on current economic conditions for Hawaii's economy. The PowerPoint presentation is attached.]

DBEDT DIVISIONS AND ATTACHED AGENCIES

BUSINESS DEVELOPMENT & SUPPORT DIVISION – BED 100

MISSION: The Business Development & Support Division (BDS) promotes industry development and diversification in Hawaii by supporting existing and emerging industries; attracting new investment and businesses that can create more high-skilled, quality jobs in the State; increasing exports of Hawaii products and services; expanding Hawaii's participation in global trade and commerce; and by supporting small business and community based organizations.

ECONOMIC AND FISCAL CONDITIONS: The division's non-payroll general fund restriction challenges the division's ability to undertake planned projects and activities to meet its intended goals.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **Export Program:** BDS's export program targets growth companies to increase export revenues and capital. In the fifth year of this program, it has participated in more than 25 international and domestic trade shows and retailer promotions. More than 450 Hawaii companies from various industries, including fashion, food, gifts, education, and life sciences, were featured at various DBEDT-produced Hawaii Pavilions in Japan, Taiwan, China and major U.S. Cities such as Orlando, Salt Lake City, San Francisco, San Diego, Chicago, Boston, Philadelphia and Las Vegas.
- **Hawaii State Trade Expansion Program (HiSTEP):** In 2016, HiSTEP activities helped 179 companies and resulted in \$27.3 million in export sales. Additionally, 52 companies participated in nine export readiness training sessions. As a result of the success of HiSTEP, in October 2016, DBEDT's HiSTEP was awarded \$700,000 via a competitive grant from the U.S. Small Business Administration (SBA) to increase the number of Hawaii small businesses that export as well as to increase the dollar amount of exports from small businesses already involved in global markets. Although more than 40 states received awards, Hawaii received one of the largest awards. HiSTEP is a comprehensive

program involving training, trade shows, consumer shows, and direct company assistance.

- **Hawaii Education Service Centers:** Within Hawaii's overseas offices in Taiwan and Beijing, the division has established the Hawaii Education Service Centers to attract and increase international students at Hawaii's schools, colleges and universities. The Hawaii Education Service Centers work with the DBEDT-organized Study Hawaii Education Consortium of 28 public and private schools. The division and its overseas offices, in collaboration with Study Hawaii, led delegations of Hawaii schools to Tokyo, Hiroshima, Fukuoka, Hong Kong, Guangzhou, Seoul and Busan to exhibit at education expos, conduct study in Hawaii seminars and workshops, hold school mini-fairs, and visit targeted schools. For 2016, a direct result of this effort will bring 1,400 students and teachers in school group visitations, exchanges, and short and long term study enrollment.
- **International Student Attraction:** Another of the division's main initiatives is to increase the number of international students in Hawaii. With the short-term and high school visits as the primary marketing targets, in 2016, the division was directly responsible for 1,400 students attracted to Hawaii with \$3.5 million of economic output generating \$237,000 in state taxes.
- **2016 Tokyo International Gift Show:** DBEDT organized a strong delegation of 62 Hawaii companies to promote a diverse selection of high-end Hawaii made products as part of the Hawaii Pavilion at the 2016 Autumn Tokyo International Gift Show, September 7-9, 2016. The Tokyo International Gift Show is the largest international trade show in Japan with more than 190,000 distributors, wholesalers, brokers and retailers attending the three-day trade show. Leveraging Hawaii's strong brand in Japan, 2016 marked the fifth year that DBEDT has led an export promotion mission to Japan. Hawaii exhibitors reported direct sales of more than \$15.2 million, which results in an economic impact of \$30.4 million.
- **"Buy Hawaii, Give Aloha" Consumer Fairs in Japan:** DBEDT participated in two consumer fairs in Japan: the Hawaii Expo 2016, in Tokyo with 13 vendors and the Hankyu department store in Osaka, with another 13 vendors. Total exposure for the two fairs was in excess of 275,000 consumers. Actual and projected sales as a result of participating in the fairs topped \$1.2 million.
- **Enterprise Zones (EZ):** The EZ Partnership Program is a joint state-county effort intended to stimulate -- via tax and other incentives -- certain types of business activity, job preservation, and job creation in areas where they are most appropriate or most needed. At the end of 2015, the companies eligible to receive EZ benefits reported 1,764 new or maintained jobs statewide. There were 218 companies enrolled in the EZ Program at the end of 2015.

- **Hawaii Small Business Fair:** The twice-yearly Hawaii Small Business Fair co-sponsored by DBEDT again achieved success with attendance of more than 250 entrepreneurs each at the winter and summer events.
- **International Affairs:** The division also organized two missions to promote trade and investment with the Korean Chamber of Commerce, and educational promotional missions to Tokyo, Hiroshima, Fukuoka, Guangdong, Seoul and Busan. The division produced events commemorating the 30th anniversary of sister-state relations with Jeju Province of Korea. In 2017, the division is looking to sign sister-state agreements with Hokkaido, Japan; and Goa, India, as well as commemorate the anniversaries of sister-state relations with Fukuoka Prefecture (35 years) and Hiroshima Prefecture (20 years).

FEDERAL FUNDS: In 2017, the division must compete again for federal funding from the U.S. Small Business Administration for up to \$750,000. CFDA Number 59.061.

BED 100 BUDGET ADJUSTMENT:

- **\$75,000** to conduct activities to attract and recruit international students to study in Hawaii.
- **\$700,000** increase in the STEP federal grant ceiling in anticipation of the award.

LAND USE COMMISSION – BED 103

MISSION: The Land Use Commission (LUC) works with the Hawaii State Legislature, County Planning Departments, interest groups and landowners to define constitutionally mandated standards and criteria for the classification of land, assisting in planned growth and protecting important agricultural lands in the State of Hawaii. The commission also engages the County Planning Departments in enhancing and clarifying the special permit process in the Agricultural Land Use District.

The program objectives of the Land Use Commission are to process, review, and act on petitions for district boundary amendments, which involve lands more than 15 acres in the State Agricultural, Rural, and Urban Districts, and all petitions seeking reclassification of lands in the Conservation District; review and act on applications for special permits in the Agricultural and Rural Districts which are more than 15 acres; develop, in conjunction with the counties and the State Legislature, maps and boundary designations for all of the State's Important Agricultural lands; designate the same for protected status; process private landowner petitions for designation of their lands as important agricultural lands; process motions and boundary interpretation requests; and maintain, update, and disseminate official State land use district maps and land use information.

The LUC operates by means of a nine-member voluntary commission, assisted and supported by the executive officer, chief clerk, GIS specialist, two planners and one secretary (six employees).

ECONOMIC AND FISCAL CONDITIONS: Current economic conditions have increased the number of petitions filed with the LUC. In particular, the LUC is seeing a significant increase in affordable housing (201H) projects. These are "fast track" projects that are approved or disapproved within 45 days of submission. In addition, the demand for workforce housing and single family residences has resulted in the re-animation of several projects that were approved some time ago but had not been developed for economic reasons. These projects are now being revised and requests are being made for modification or amendment.

Lending terms are currently favorable and there is significant capital available for development of single family homes. However, there is a predicted contraction in the real estate industry in 2018. Based on historical patterns, the LUC is expecting a significant increase in petitions and motions to amend in the next year ahead of the impending slowdown.

Significantly, as more pressure is placed on Agricultural Districts and agricultural land with the closure of sugar plantations and the difficulty faced by large-scale farming operations, the LUC has seen a number of petitions filed to place land into the Important Agricultural Land Designation. The County of Kauai has completed its designation process and we expect the County of Oahu to bring forward similar petitions in the next year. Maui is also expected to be quite active in this arena.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

Measures of performance are generally not within the control of the LUC, but rather are based on the number of petitions filed and the requests made for boundary determinations. The LUC has met all of its requirements with regard to petitions filed in a timely manner. In FY 16, and since FY 12, the LUC has met all required action deadlines well within the statutory time period and has reduced the time for response to boundary determinations by 50%. Increases in efficiency due to the utilization of electronic filings and postings associated with a revised website has significantly improved the ability of the LUC to respond in a timely manner. Digitizing archived materials and adding another staff person will give the LUC the ability to overcome efficiency issues associated with limited resources.

In certain years the number of petitions may be higher than others but the types of petitions handled may have been relatively simple in that year. Other years may show a lower number of petitions reviewed but they may have been significantly more complex resulting in longer times to completion.

The commission has become increasingly efficient through the use of electronic filing systems and electronic posting of public documents such that the time to process petitions has decreased by an average of 30 to 60 days depending on the nature of the petition or motion.

FEDERAL FUNDS: No Federal Funds are involved or implicated with this program.

BED 103 BUDGET ADJUSTMENT:

- **\$50,772** request for an additional Planner IV position. The Planner IV position is required to ensure compliance with LUC decisions and orders. Currently, we do not have the staff to review annual reports and investigate whether or not developers have complied with conditions of re-districting placed on them by the LUC. These include conditions that impact the public trust, Native Hawaiian assets and rights and impacts to the public or infrastructure that could incur significant expenditures by the state and county agencies to resolve issues. In the course of reviewing and granting petitions for re-districting, the LUC is tasked with protecting the public welfare in a number of areas under the public trust doctrine and to protect Native Hawaiian rights and assets. In addition, there are federal and state environmental laws that require action on the part of the LUC. The LUC therefore attaches conditions to its decisions to allow the re-districting of land to Urban or Rural designations from Agriculture. These conditions are only enforceable by the LUC prior to substantial commencement of construction of the project. Developers are required to report on activity annually or semi- annually to ensure compliance. Currently, the LUC receives several reports a week from developers. The LUC does not have the current capacity to review the reports for compliance or to investigate any perceived non-compliance. As a result, the LUC often does not become aware of violations until substantial commencement has occurred or after the issue has become the subject of lawsuits and motions before the commission. The requested planner position will allow the LUC to monitor compliance and act to head off non-compliance issues before they become a threat to the public or result in lawsuits that could derail needed housing projects or result in significant costs and delays that impact housing affordability.

CREATIVE INDUSTRIES DIVISION – BED 105

MISSION: The Creative Industries Division (CID) is the State’s lead agency charged with strengthening Hawaii's creative economy. CID’s mission is to accelerate Hawaii’s creative entrepreneurial capacity through strategic initiatives, investment and infrastructure development, resulting in a thriving ecosystem which supports the growth of Hawaii’s knowledge-based, creative industry sectors. Comprised of the Hawaii Film Office (HFO) and the Arts and Culture Development Branch (ACDB), the division manages statutory responsibilities for the film industry and business development for Hawaii’s creative sectors. The division designs programs which increase access to business leaders, attract investment, and increase export/distribution - all key aspects of Hawaii’s developing innovation sector.

ECONOMIC AND FISCAL CONDITIONS: While a small number of Hawaii’s creative sectors out-perform their national counterparts, the majority still need professional development and infrastructure support in order to thrive. With the division’s funds of \$235,000 for the Hawaii Film Office (\$135,000 of which the Legislature identified to support R&M at the studio) and \$90,000 for the Arts and Culture Development Branch, there are very limited resources to

support initiatives to empower the 50,000 individuals and small businesses in the creative and innovative sector to develop and export their products. While the division is resourceful in furthering its initiatives through partnerships, this is not an optimal scenario to grow Hawaii's creative sector capacity and the infrastructure necessary for a thriving innovation-based economy.

The Film Industry Marketing program has been reduced to one trade show per year with only enough funding left over to conduct minimal business development activities. Additionally, funds to support professional development and export marketing programs in the arts, music, design and new media industries are limited to \$50,000 per year. As a result, the division relies on leveraging partnerships to support professional and entrepreneurial development, and is unable to mount a significant marketing campaign to attract off-shore film production, including marketing the State's tax credit program.

With the passage of Act 88/89, the location-based film industry brings in annual production spending of up to \$200 million per year, with an estimated economic impact of more than \$350 million. Additional funding is needed to support ongoing maintenance contracts, business development for Hawaii's film sector and to globally promote Hawaii as a film location.

To provide mentorship, entrepreneurial development programs and infrastructure to support the creative clusters, the division has partnered with sister agencies and non-profits to support DBEDT's innovation initiative, which includes the Creative Lab Hawaii (CLH) program. The Legislature provided \$100,000 in funding to expand the program, which has now been leveraged with an EDA matching grant of \$400,000. The CLH program empowers creative entrepreneurs to expand capacity and connectivity to investment, acquisition and commercial distribution markets globally.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **Creative Industries Report:** CID issued its annual report, "Hawaii's Creative Industries, Update Report," in partnership with the department's Research and Economic Analysis (READ) division. The report shows Hawaii's creative economy comprised of 49,597 entrepreneurs and small businesses, which contributed \$3.3 billion to Hawaii's GDP, representing 4.2 percent of the State's GDP.
- **Creative Lab Hawaii Program:** A total of 257 creative entrepreneurs participated in CID's innovative CLH program by participating in the following components: Immersive Programs, Ideation Weekend Programs, Public Programs and hands on coaching and mentoring by industry leaders in the areas of screenwriting, producing, broadband/new media, design/fashion, music, and interactive media. An example of a successful participant is Vilsoni "Vili" Hereniko who entered his project, "Until the Dolphin Flies," for a spot in the CLH's Producers Immersive Program, a track for producers in all genres to develop new content for films and TV. As a CLH participant, he was able to participate in the American Film Market in Los Angeles, which allowed him to network

and market the script he co-authored with screenwriter Joseph Grogan. As a result, Vili and his producer wife, Jeannette Paulson Hereniko, are collaborating with Australian and New Zealand producers to bring “Until the Dolphin Flies,” to the big screen. The Creative Lab Hawaii program is a feeder program for the GVS Transmedia Accelerator, funded by the Hawaii Strategic Development Corporation (HSDC).

- **Pixar in a Box Partnership:** CID developed and executed a strategic partnership between Pixar Animation/Disney studios and their educational partner Khan Academy. Pixar in a Box (PIAB) is an online STEM education program to engage middle and high school students in the application of these core areas. Working in partnership with the Women in Technology, Maui Economic Development Board, CID is attempting to bring in Tony DeRose, Senior Scientist & Co-Creator of PIXAR, to present the educational program to teachers attending the STEM Conference that is scheduled for May 2017 in Honolulu.
- **Film Production:** Film Production in 2015 reached \$184 million. Feature films included *Kong: Skull Island* (2017 release), *Mike and Dave Need Wedding Dates* (released July 2016), and the sixth season of *Hawaii 5-0*.
- **Hawaii Film Studio:** The Hawaii Film Studio is proceeding with a much needed capital improvement project to replace the original production cottages with modular units. The Department of Accounting and General Services (DAGS) is managing this project for DBEDT. DAGS has entered into a construction contract with Close Construction. Groundbreaking is anticipated for April 2017 with completion expected in December 2017. *Hawaii 5-0* is expected to film its eighth season during construction and is expected to move into the new buildings in January 2018. This will provide a more comfortable and safer working environment for tenants.

FEDERAL FUNDS: Through the U.S. Department of Commerce, Economic Development Administration, CID received a grant of \$400,000 (CFDA 11.307, Hawaii Creative Industries Innovation Ecosystem Development Project) during 2014 for Creative Lab Hawaii (CLH). Although CID is not at risk of losing these funds, they do not extend for the full duration of FY17 and end in March of that year. Federal funds support the CLH program’s expansion in subject matter and geographic coverage to include the neighbor islands, to strengthen Hawaii’s creative entrepreneurs’ capacity for success. CID is requesting an additional \$200,000 in federal funds to support CLH for FY17-18 to continue the program. As this program runs throughout the year, any reduction to the operating budget will impact the entrepreneurial pipeline of projects initiated by creative entrepreneurs in the CLH program.

BED 105 - BUDGET ADJUSTMENT:

- **\$200,000 for Federal Grant Ceiling.** This request for an increase in ceiling is in anticipation of a federal Economic Assistance Grant from the Department of Commerce.

FOREIGN TRADE ZONE – BED 107

MISSION: The mission of the Foreign-Trade Zone No. 9 (FTZ 9) is to establish, maintain, and administer general-purpose Foreign-Trade Zones and special-purpose Foreign-Trade Subzones throughout the State; provide storage and distribution services to firms engaged in import/export of merchandise; and lease office, warehouse, and manufacturing space to firms engaged in international trade. The FTZ receives no general funds. FTZ 9 has more than 300 clients, providing revenues of close to \$2 million annually, which support the program. During the last reporting year in its report to Congress, FTZ 9 had more than \$8.5 billion in cargo and merchandise transited through FTZ sites in Hawaii.

ECONOMIC AND FISCAL CONDITIONS: International trade activity has grown significantly over the past several years followed by a downward trend in activity starting in 2015 and a potential growth gain in late 2016. This reflects recent instability in the global marketplace which can be attributed to a decrease in investment and an increase in U.S. protectionism. Hawaii's economy, however, remains stable and continues to grow at a steady rate. Although overall FTZ activity reflected a slight decrease, there were significant highlights during the past reporting period, most notably at the Pier 2 facility. The 75 FTZ offices leased to importers and exporters, or those who support the international trade community in the state, are at 100 percent occupancy. Utilization of the program's six-acre warehouse continues to maintain a very high capacity of cargo storage and distribution. Over the past year, the FTZ has worked to diversify its tenant base to include companies in the renewable energy and digital media development sectors of the economy. This allows for a wider base of clients and greater opportunities to grow and sustain international trade opportunities in diverse, emerging economic sectors for international trade.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **50th Anniversary:** FTZ 9 passed a major milestone this year as it celebrated its 50th year of serving the people of Hawaii and the international trade community.
- **Highest Number of Zone Project Users:** FTZ 9 was recognized this past year for having the highest number of Zone Project users in the nation at 441. This is the highest number of users on record and an 18% increase in clients from the previous year.
- **FTZ 9 Exports:** Exports from Hawaii's FTZs over the last year exceeded \$719 million, the 17th highest in the nation according to the Foreign-Trade Zones Board Annual Report to Congress. FTZ 9 ranked 14th highest in the nation for exports from warehouse/distribution activity.
- **FTZ 9 Activities:** Total value-added and manufacturing activities were close to \$5 billion from the Hawaii FTZ project. Capital improvement projects within FTZ's totaled \$41 million. Employment from FTZ activity statewide was 3,272.

- **FTZ 9 Representing Hawaii:** FTZ 9 was again designated as the State’s representative for the EXIM Bank Regional Export Promotion program. The Export-Import Bank of the U.S. is an independent, self-sustaining agency of the federal government, which supports American exports of goods and services by filling in the gaps in export financing through its loan, guarantee, and insurance programs when the private sector is unable or unwilling to do so. The program allows smaller companies to lower their export risk.

BED 107 BUDGET ADJUSTMENT:

- **\$100,000 to increase FTZ 9 annual Operating Ceiling.** With the recent opening of the International Trade Resource Center wing of the facility, the FTZ 9 has seen an increase in overall operating expenses such as electrical, janitorial, A/C maintenance and repair, refuse collection, etc.
- **\$350,000 for bond repayment.** The bond from the renovation project to build the new wing needs to be repaid. The ceiling increase will allow FTZ 9 to properly pay for its increased expenses relating to the opening of the new wing and continued growth, and support of Hawaii’s import/export initiatives.

HAWAII TOURISM AUTHORITY – BED 113

MISSION: The Hawaii Tourism Authority (HTA) is the official agency for tourism in the State of Hawaii. Among its responsibilities, HTA is charged with setting tourism policy and direction; developing and implementing the HTA’s tourism strategic and brand management plan; managing programs and activities to sustain a healthy visitor industry; and coordinating tourism-related research, planning, promotional and outreach activities. The HTA serves as a vital bridge between government and the tourism industry.

One of HTA’s key strategic roles is managing the promotion of Hawaii’s brand, and supporting programs to help deliver on the brand promise. This work requires the HTA, as the overall custodian of the Hawaii brand, and through the execution of the HTA Brand Management Plan, to ensure the alignment of marketing programs with a true Hawaii experience.

The HTA accomplishes successful brand management without General Fund appropriations, and instead, through reinvestment of Transient Accommodations Tax (TAT) revenue into its programs. The HTA coordinates with global contractors, visitor industry partners, including domestic and international airline carriers, travel trade members, and community stakeholders to ensure marketing and communication efforts are on target and appropriate, and aligned with Hawaii’s distinctive products, activities, natural resources, Hawaiian culture and multi-cultures; in sum, the Hawaii experience.

Relating to the Hawaii experience and delivering on the Hawaii brand promise, HTA has the ability to manage, create and support the development of unique tourism experiences such as community and cultural festivals, sporting events, natural resources and community programs.

The HTA also directly affects the visitor experience through its support of career development and visitor assistance initiatives, all the while integrating the community and residents considerations and respect for the Hawaiian host culture.

ECONOMIC AND FISCAL CONDITIONS: HTA's economic and fiscal conditions and notable highlights will be discussed separately.

NOTABLE PERFORMANCE MEASURES/ACCOMPLISHMENTS: HTA's economic and fiscal conditions and notable highlights will be discussed separately.

FEDERAL FUNDS: The HTA does not receive Federal Funding.

BED 113 BUDGET ADJUSTMENT: None.

HAWAII STATE ENERGY OFFICE (STRATEGIC INDUSTRIES DIVISION) – BED 120

MISSION: The mission of the Hawaii State Energy Office (HSEO) is to stimulate the deployment of clean energy infrastructure as a catalyst for economic growth, energy ecosystem innovation and test bed investments. HSEO is the lead for energy planning and policy and deployment support in the State of Hawaii and coordinates high impact solutions for energy efficiency and self-sufficiency among government agencies and the private sector.

ECONOMIC AND FISCAL CONDITIONS: HSEO's primary source of funds is the Energy Security Special Fund (ESSF) established under Act 208 (2008) to provide HSEO with a reliable funding source for carrying out Hawaii's energy security and jobs creation agenda. However, the current allocation of funding to the ESSF from the Environmental Response, Energy, and Food Security Tax does not fully support all the personnel and programmatic needs of the HSEO. Each year, HSEO seeks federal funds as its principal source of programmatic funding; however, any change in HSEO's capability to secure federal funding could adversely affect its ability to perform its statutory and functional obligations and expectations as Hawaii's lead energy agency.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **Measure of Effectiveness: Statewide Renewable Energy Portfolio Standard (RPS):** In its delegated role to support the State's Energy Resources Coordinator, HSEO develops and advocates for policies, plans, and programs to assist energy stakeholders and regulatory bodies in efforts to achieve the State's statutory Renewable Portfolio Standard (RPS) targets (15% by 2015; 30% by 2020; 40% by 2030; 70% RPS by 2040; and 100% by 2045). As of the most recent reporting period of December 31, 2015, the Statewide RPS was 23.4%, surpassing the 2015 goal of 15% and placing the State well on its way to achieve the 2020 interim goal. In particular, HSEO supports legislative policies, regulatory decisions and orders, and the convening of energy stakeholders to

make progress on renewable energy generation projects, grid improvements, and other activities that contribute to fulfillment of RPS objectives.

- **HSEO Activities to Reach 100% RPS Goal:** Examples of recent HSEO activity in support of the Statewide RPS include but is not limited to:
 - Policies – developed and provided testimony to the 2016 Legislature on enacted legislation, including: HB1170 (Act 220) RELATING TO LAND RESOURCES; HB2569 (Act 176) RELATING TO ENERGY; and SB2652 (Act 202) RELATING TO TAXATION.
 - Regulatory Proceedings and Actions – developed and provided comments on several critical regulatory proceedings
 - Programs -- Convened and coordinated the U.S. Department of Energy, Sandia National Laboratories, and the U.S. Department of the Navy in supporting the interests of the DBEDT and its Hawaii Community Development Authority (HCDA) to improve the energy infrastructure on land holdings of HCDA in the Kalaeloa District.
- **Renewable Energy Projects:** The following utility-scale and pilot renewable energy generation projects became or are expected to become operational in 2016:
 - Kuia Solar Project, Maui (2.87 MW)
 - South Maui Renewable Resources Solar Project, Maui (2.87 MW)
 - EE Waianae Solar, Oahu (27.6 MW)
 - Hawaii American Water Wastewater Treatment Plant PV Array, Oahu (250 kW)
 - Waihonu North Solar Farm, Oahu (5 MW)
 - Waihonu South Solar Farm, Oahu (1.5 MW)
 - Hawaii Air National Guard (HCATT) Demonstration
 - Waste-to-Energy System, Oahu (200-300 kW)
- **Technical assistance to public and private entities:** Hawaii led the nation in 2016, for the fifth consecutive year, in the per capita value of energy savings performance contracting (EPC). Hawaii's \$325.25 per capita investment in energy efficiency installations has significantly outpaced all other states with second place Kentucky's value of EPC investments totaling \$172.84 per capita. The Energy Services Coalition, a national nonprofit organization of experts working together to increase energy efficiency and building upgrades through energy performance contracting, compiles the information on states and lists the annual winners to its national Race to the Top award for EPC.
- **HSEO Partnerships with U.S. Department of Energy:** HSEO partnered with the U.S. Department of Energy in its Better Buildings Initiative, a national leadership initiative calling on state and local officials to “make substantial commitments to improve the energy efficiency of their buildings....to catalyze public sector energy efficiency

investments of \$2 billion from January 2013 to December 2016...”

- **Hawaii Green Business Program:** To help businesses implement energy and resource efficiency practices, HSEO partnered with the Hawaii Department of Health, the Board of Water Supply, and the Chamber of Commerce of Hawaii to establish the Hawaii Green Business Program.
- **Analyses performed in support of Hawaii clean energy:** HSEO conducts analyses in support of dockets at the public utilities and applications for grants and programs with federal/national organizations as well as ad-hoc analyses in support of projects, studies, and general inquiries from the Governor and Legislature.

FEDERAL FUNDS: HSEO has a portfolio of federal awards: US Department of Energy’s State Energy Program (SEP) Formula Award CFDA 81.041, 7/1/15-6/30/17 - \$283,110; US Department of Energy Advancing Energy Efficiency in Hawaii Public Facilities CFDA 81.119, 9/30/12-3/17/17 - \$350,000; and U.S. Department of Energy Hawaii Advanced Visualization Environment Nexus (HAVEN) CFDA 81.119, 1/1/17-12/31/18 - \$225,076. HSEO does not anticipate any loss of federal funds or impacts to the public during this fiscal year.

BED 120 BUDGET ADJUSTMENT:

- **\$48,000** to add 1.0 full-time equivalent (FTE) (T) Energy Analyst in FY 18 and **\$96,000** in FY 19 (MOF: B). As part of its responsibilities, HSEO’s Clean Energy Solutions (CES) branch has a growing new role in the support of the development and promotion of advanced visualization tools to communicate Hawaii’s complex energy system to allow for better communication among energy stakeholders. The development of these tools involves the incorporation of advanced data analytics and visualization techniques. Without this position, CES will not be able to adequately support future energy planning in Hawaii.
- **\$64,000** to add 1.0 full-time equivalent (FTE) (T) Energy Analyst in FY 18 and **\$128,000** in FY 19 (MOF: B). HSEO’s Energy Systems & Planning (ESP) branch is focusing on the development of a new collaborative planning paradigm that is supported by a comprehensive analytical framework and model that incorporates the entire energy eco-system. This requires significant incremental commitment of time and resources for meetings with stakeholders, Business Model analysis assigned by the legislature, analysis of the interdependencies between sectors (new), and increased emphasis on addressing transportation sector (VW settlement, roadmap, EV as renewable integration tool).
- **\$21,000,000** request appropriation ceiling increase for the Green Energy Market Securitization (GEMS) bond repayment fund to meet the bond indenture agreement requirement.
- **\$200,000** in FY 18 and **\$200,000** in FY 19; appropriation ceilings (MOF: T) for Volkswagen settlement administrative expenses. DBEDT (HSEO) is to be designated as Lead Agency for the purposes of the State of Hawaii’s participation in the Environmental Mitigation

Trust as a beneficiary. A portion of Hawaii's \$7.5 million allocation may be used for administrative expenditures associated with implementing eligible mitigation actions.

- Adjust the position count to add three (3.00) permanent positions and reduce three (3.00) temporary positions to correct an error made in the last legislative session.
- Eliminate the \$750,000 Renewable Energy Facility Siting Fund, which was repealed effective July 1, 2016.
- Transfer \$50,000,000 in special funds for FY 18 to the Hawaii Green Infrastructure Authority (BED 138) for GEMS loan activity.

OFFICE OF AEROSPACE DEVELOPMENT- BED 128

MISSION: The Hawaii Office of Aerospace Development (OAD) facilitates dialogue among Hawaii's government, private and academic sectors, and overseas organizations to promote the growth of Hawaii's aerospace industry. The Pacific International Space Center for Exploration Systems (PISCES) serves as a Hilo-based research and education/training center enabling aerospace agencies from around the planet to develop, test, and validate, in Hawaii, pioneering technologies that can advance robotic and human missions to space.

ECONOMIC AND FISCAL CONDITIONS: The current expenditure restriction has reduced funding for operations at Challenger Center Hawaii, the Pacific International Space Center for Exploration Systems (PISCES) and Hawaii's Unmanned Aerial Systems (UAS) Test Site. These programs receive operating funds through OAD. For PISCES, there was a \$400,000 base budget, making the available funds for PISCES for FY17 \$380,000. It was necessary to make staffing reductions (from 5.18 FTE to 2.85 FTE) and adjustments to other current expenses.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **Commercial Spaceport:** With a \$250,000 grant (CFDA 20.110) from the Federal Aviation Administration (FAA), OAD is conducting environmental assessment studies required to obtain a commercial spaceport license from the FAA. This certification will enable "horizontal launch and land" vehicles (otherwise known as "spaceplanes") to operate out of Hawaii. Kona International Airport (KOA) was selected as the preferred site for launch operations, and several aerospace companies have subsequently signed non-disclosure agreements with OAD to explore options for launching experimental payloads, earth-orbiting satellites, and interplanetary probes to space. Spaceplanes operating out of KOA would enable the launch of humans to sub-orbit, bringing space tourism to Hawaii.
- **Unmanned Aerial Systems (UAS) Test Range:** As one of seven sites selected by the FAA to serve as a testbed for UAS, OAD has an MOA with the University of Hawaii's Applied Research Laboratory to manage range development and operations. The goal is to leverage the State's diverse terrestrial and expansive over-water regions to test, validate

and certify innovative UAS technologies for a range of applications, including emergency search and rescue operations, fisheries and watershed management, agricultural monitoring, motor vehicle traffic management, land use surveys, atmospheric monitoring for commercial airline turbulence avoidance, and other governmental and commercial sector applications with scientific and economic benefits for Hawaii.

- **Challenger Center Hawaii (CCH):** Since 1993, CHH has delivered an exciting space simulation experience engaging more than 5,000 students from over 200 schools to solve real-world problems as they explore the wonders of deep space. Teachers lead students in six to eight weeks of classroom preparation, culminating in hands-on applications of knowledge and critical thinking on Mission Day. The simulated missions — involving both a return to the Moon and a rendezvous with Comet Halley — provide inspirational opportunities for students to apply vital decision-making skills and learn the value of teamwork in accomplishing their collective objectives and completing their mission. Mission tasks allow participants to experience the joy of learning and encourage the mastery of life-long skills that will prove invaluable in choosing a career.
- **Pacific International Space Center for Exploration Systems (PISCES):** PISCES' notable performance measures include three areas: applied research, workforce development outreach, and long-term economic development. For applied research, PISCES completed or participated in four major projects: Landing Pad Construction, NASA Ames-PISCES Collaborative Rover Test, Lunar Base Site Survey, BASALT Field Work with NASA. PISCES continues its workforce development/outreach with a number of successful programs with students in 2016. Long-term economic development activities for 2016 included Non-Disclosure Agreement's (NDA) with three different organizations to evaluate possibility of establishing a basalt industry in Hawaii. In addition, PISCES Established an MOU with a company interested in working with a local energy storage company.

FEDERAL FUNDS: None projected for FY18-19.

BED 128 BUDGET ADJUSTMENT:

- **\$100,000** to add a Director position to oversee OAD. Act 149 - Relating to Aerospace Development, SLH 2007, created a Director to oversee, supervise, and direct the planning, evaluation, and coordination of space-related activities and identify and promote opportunities for expanding and diversifying aerospace-related industries in the State, initiate discussions for private and international involvement in space-related activities in the State, establish partnerships with various entities that can promote and enhance the State's aerospace industry, and do all other things necessary to carry out the purpose of Act 149. Funding is being requested in DBEDT's biennium budget to hire an OAD director to assume these responsibilities.

RESEARCH & ECONOMIC ANALYSIS DIVISION – BED 130

MISSION: The Research & Economic Analysis Division (READ) works to enhance and contribute to the economic development of Hawaii by providing data, analyses and policy recommendations on economic issues. READ provides economic forecasts that contribute to long-term statewide planning and infrastructure needs assessment, and also conducts and reports on basic research on Hawaii's economy.

ECONOMIC AND FISCAL CONDITIONS: There has been increasing demand for economic studies, by the legislature, other government agencies, and the general public. Some of the economic studies are funded by appropriation and READ hires research firms to complete part of the work. In FY 2015, two studies were completed with the help of research firms with a total spending of \$193,000. READ is funded by general funds entirely.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **Reports:** Produced an average of 50 economic and statistical reports covering all aspects related to Hawaii's economy and the population.
- **Website Information:** READ's website receives an average of 30,000 page views a month.
- **Economic Studies:** READ completed a series of economic studies on housing, construction, and real estate; completed a study on the Economic Impact of Real Estate Investment Trust; completed a study on the Economic Impact of Exempting GET from Sales to the Federal government; completed an interim study on the Analysis of Real Property Tax in Hawaii.
- **Support for Government and Business:** READ provided economic data and analysis for government agencies and the business community. These include the monthly passenger count for the Hawaii Tourism Authority to estimate the visitor numbers; and preparing economic documents for the Department of Accounting and General Services, Department of Transportation, and Department of Budget and Finance.
- **State Financial Activities:** READ participated in the activities of the State revenue bond and general obligation bond credit rating and sales.
- **Education and Outreach:** READ delivered an estimated 20 presentations to the local business communities in the State on economic conditions and other issues.

FEDERAL FUNDS: READ does not receive any federal funding.

BED 130 BUDGET ADJUSTMENT:

- **\$57,168** to restore an Economist VI position that was abolished in FY 14 due to revenue shortfall. With the Economist position, some of the economic studies can be done within the division instead of contracting out to outside research firms. This will save the state \$40,000 annually and the Economist will produce an average of two economic studies or analysis a year on current economic issues.

HAWAII GREEN INFRASTRUCTURE AUTHORITY – BED 138

MISSION: Pursuant to Act 211, the Hawaii Green Infrastructure Authority (“Authority” or “HGIA”) was constituted in October 2014 to administer the Green Energy Market Securitization (GEMS) Program. The mission of the HGIA is to provide loans for clean energy improvements in order to make clean energy technologies more affordable and accessible to Hawaii consumers. The GEMS Program was created with the recognition that while the State has seen early success in clean energy adoption, it is in the public’s interest to reduce the cost of clean energy installations and broaden access and affordability of these installations to all ratepayers, including the “underserved” defined as renters, nonprofits and low and moderate-income households.

ECONOMIC AND FISCAL CONDITIONS: HGIA is a self-sustaining agency funded through a \$150 million revenue bond, which is not an obligation of the State of Hawaii as it is repaid by electric ratepayers through a non-bypassable Green Infrastructure Fee on HEI Companies’ utility bills. While the Authority has executed on the original legislative intent to make renewable energy investments accessible and affordable to Hawaii’s consumers, with at least 51% of its funds to benefit the underserved, the GEMS program was designed to address the market access challenges prevailing in 2012-2013. As the GEMS infrastructure and financing products were being established in 2014-2015, external factors drove significant changes in the Hawaii marketplace. Grid saturation, the rise of aggressive private-sector financing for residential solar, and subsequently the end of net energy metering have, in substantial and unanticipated ways, changed the nature of access challenges in the marketplace. Additionally, the unanticipated loss of its tax equity partner for its nonprofit and small business loan products resulted in the termination of these programs on December 31, 2015, just nine short months after its launch. Consequently, just as HGIA was funding its first consumer loan in January 2016, the low consumer adoption, due to its then uncompetitive and cumbersome residential loan product, coupled with the termination of its nonprofit/small business products severely negatively impacted the Authority’s ability to meet initial lending expectations set in 2013.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **Contracted with Deployment Partners:** For FY 2015 ending June 30, 2015, launched commercial (nonprofit and small business) and residential PV loan products. For FY 2016 ending June 30, 2016 -- funded its first residential PV loan in January 2016; and implemented an online application and auto-decisioning for Residential loan product.

- **Expected Outcomes:** While the GEMS program has suffered setbacks, namely the high turnover of its Executive Director position (2/2015; 10/2015 and 9/2016); the shuttering of its initial nonprofit/small business loan products (12/2015); and external environmental changes, the Authority’s deployment of loan funds, which began in January, has gained positive momentum and is expected to consistently continue during the remainder of the current fiscal year.
- The Authority will continue to accelerate the momentum of the last few months to meet the goals and objectives of the GEMS program. In addition to its current financing products, the Authority will implement an On-Bill Repayment Program and expand its product mix to include but not be limited to the following:
 - Residential Energy Efficiency Loan Product;
 - Commercial Energy Efficiency Loan Product for nonprofits, small business and multi-family projects;
 - PV + Storage Loan Products; and
 - Community Solar Loan Products.

Key priorities, milestones and timelines for the upcoming year are:

Date	Milestones
4Q2016	Commit up to \$9.6 million for the Molokai Solar Hot Water Project
1Q2017	Fill vacant Executive Director position
	Launch Residential Energy Efficiency Loan Product
	Launch Commercial Energy Efficiency Loan Product for nonprofits, small businesses and multi-family projects
	Obtain PUC Approval for On Bill Repayment Program
2Q2017	Launch PV + Storage Loan Products
	Launch On Bill Repayment Program
3Q2017	Launch Molokai Solar Hot Water Project
3Q2017	Launch Community Solar Financing Product
4Q2017	Launch other Clean Energy Technology Projects

While the GEMS program has not performed up to initial expectations, the Authority began funding loans in 2016 and continues to gain momentum with the expectation of ending fiscal 2017 with some \$15 million in loans funded and/or committed.

Further, with the implementation of the On-Bill Repayment mechanism imminent, after the PUC and key stakeholders devoted considerable time and resources to set the foundation and complete its framework over the last three years in Docket No. 2014-0129, the Authority is eager to leverage this mechanism to democratize clean energy by expanding access and affordability of renewable energy and energy efficiency projects for renters and low and moderate income homeowners, as was the original intent of the legislation.

GEMS funding is uniquely positioned to have significant, positive impact in the coming years. As a market-based program, it is critical for GEMS to remain flexible and open to innovation in a rapidly moving sector of the market, which requires the full empowerment and decision making authority of HGIA's Board. We remain confident that the program can be instrumental in achieving the State's energy sustainability.

Recent Results:

- Converted the Residential PV Loan Program to a flat 5.99% interest rate, regardless of credit score;
- Launched new Commercial PV Loan Products and funded first Commercial PV loan in November 2016;
- On December 9, 2016, HGIA's Board approved a \$247,000 On-Bill Repayment ("OBR") Implementation Budget, which will be "funded" out of unused or partially used approved budget categories re-allocated out of the current 2017 budget, for IT programming and testing costs. Simultaneously, the Authority has convened a small working group to finalize the OBR Program Manual for submission to the Commission. Pending Commission approval (on the program level) and successful testing (on the IT level), the Authority is anticipating a 2017 launch.
- As of December 9, 2016, GEMS has funded 31 loans aggregating \$1,831,059. To date, GEMS is exceeding the minimum "underserved" target with 29 out of 31 loans or 93.5% benefitting the underserved. Slicing the data another way, \$1,762,687 out of \$1,831,059 or 96.3% of the funds loaned to date benefit the underserved.
- The Authority's loan originator has 28 approved residential loans in process aggregating \$967,786, which are expected to fund over the next few months.
- Under its commercial loan program, the Authority is currently underwriting a \$550,000 loan to finance a 388-unit multi-family project and a nonprofit with total project costs aggregating \$1.1 million, as well as reviewing a \$592,000 request for a Hilo business with a total project cost of \$987,000. The Authority has also received 15 inquiries for financing over the last month for projects aggregating some \$8.3 million.
- The Authority is collaborating with Sustainable Molokai and Hawaii Energy on an initiative to install up to 1,200 solar hot water heaters on Molokai rooftops. The Authority will be committing up to \$9.6 million of GEMS funds for this project.

FEDERAL FUNDS: HGIA is currently not a recipient of federal funds and does not anticipate any loss of federal funds or impacts to the public as a result.

BED 138 BUDGET ADJUSTMENT:

- **\$50,000,000 Lending Ceiling.** Transfer the lending ceiling in the Hawaii Green Infrastructure Special Fund – S-395 of \$50 million from BED 120 to BED 138 to support its lending programs for the fiscal year ending June 30, 2018. Without this authorization, the Authority will not be able to continue its lending programs.

OFFICE OF THE DIRECTOR / ADMINISTRATIVE SERVICES OFFICE / SMALL BUSINESS REGULATORY REVIEW BOARD (SBRRB) – BED 142

MISSION:

The Office of the Director provides overall direction and coordination of statewide economic development and energy programs. It formulates and executes economic development policies of the Governor and the executive branch and economic development initiatives proposed and approved by the Legislature.

The Administrative Services Office provides internal management, fiscal, budgetary, contract, personnel, information technology and other administrative services in support of DBEDT's six core programs and 11 attached agencies.

The Small Business Regulatory Review Board (SBRRB) is attached to the Director's office, and is responsible for providing recommendations to State and County agencies on new and amended administrative rules that impact small business. The SBRRB is also charged with reviewing existing rules upon requests from small business owners or at the Board's initiative.

ECONOMIC AND FISCAL CONDITIONS: With limited staff and operational funds, the SBRRB continues to be challenged in reaching small business owners in order to optimize the Regulatory Flexibility Act (Chapter 201M, HRS), and continues to have a low profile and does not receive high visibility attention from the Hawaii small business community.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **Broadband:** In September 2016, DBEDT retained JP Morgan to advise the State on a public-private partnership to deliver a secure, open access, carrier neutral, multi-tenant cable landing station that will enable Hawaii to serve as a regional and International interexchange platform for broadband communications in the Pacific Basin. The partnership is expected to provide a foundation for the development of future terrestrial broadband initiatives in Hawaii. By enhancing Hawaii's capacity to serve as a strategically located marketplace for the exchange of communications traffic, data and content, the partnership will facilitate an increase in broadband availability at competitive prices. As more broadband is available, there will be a meaningful increase in productivity of the State's current industries and workforce as well as new

employment opportunities thereby increasing overall aggregate economic growth in the State.

- **SBRRB Outreach:** SBRRB increased its outreach efforts through business associations (such as the chambers, trade associations, etc.), and expanding its communication with state agencies, counties and the legislature. In 2016, SBRRB reviewed 37 new and amended rules, both pre- and post-public hearing, and received a request for review of two administrative rules from a small business owner. SBRRB also distributed monthly e-Newsletters and sent out weekly/bi-weekly communications on Facebook and Twitter to business organizations, chambers, and legislators.
- **Regulatory Review Card:** SBRRB created and launched the Regulatory Review Card, which allows small business owners to alert the SBRRB via the SBRRB's website and seek assistance with burdensome rules.

FEDERAL FUNDS: None

BED 142 BUDGET ADJUSTMENT: None

HIGH TECHNOLOGY DEVELOPMENT CORPORATION – BED 143

MISSION: The High Technology Development Corporation (HTDC) is leading the State of Hawaii's effort to grow the technology industry sector with the objectives of diversifying the economy and creating high-wage job opportunities for the people of Hawaii. HTDC works closely with all of the DBEDT divisions and hosts two federal programs supporting manufacturing and alternative energy solutions for transportation.

ECONOMIC AND FISCAL CONDITIONS: HTDC operates under a highly leveraged model providing \$8 of service to the State for every \$1 of general funds received. The additional funding comes from revenue from the incubation centers, federal contracts (HCATT and INNOVATE Hawaii), consulting contracts, and private sector sponsors for events.

HTDC continues to operate without a long-term lease at the Manoa Innovation Center (MIC). The lease expired in April 2015 and a long-term extension with UH has not come to fruition. Rental income from the innovation center is the primary source of income for the agency's special fund. The special fund is used to fund program initiatives, any required match for federal grants, as well as staff wages. If the month-to-month lease were to be terminated and funding for a new facility is not provided, HTDC will lose its income source and ability to continue on in its present form. HTDC has made progress on the Entrepreneur's Sandbox in Kakaako and intends to construct an adjacent innovation center to replace MIC once funding becomes available.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **FY2015 HTDC Economic Impact Survey**

Number of companies surveyed	109 companies
Est. 2015 Total Revenue	\$140.4 million
Total Economic Impact	\$263.7 million
Income Generated	\$99.3 million
State Taxes Generated	\$15.6 million
Number of jobs	906 jobs
Number of jobs in Hawaii	673 jobs

- **Innovate Hawaii program**

Number of companies served	53 manufacturers
Internal Investment	\$6 million
Revenue	\$27.6 million
New Employees	34 employees
Jobs Saved	138 jobs

- **Hawaii Small Business Innovation Research (HSBIR) program:**

Number of companies surveyed	33 companies
Est. 2015 Total Revenue	\$69.2 million
Total Economic Impact	\$135.2 million
Income Generated	\$53.9 million
State Taxes Generated	\$8.3 million
Number of jobs	519 jobs
Number of jobs in Hawaii	403 jobs

HSBIR PHASE 1 AWARDS, STATEWIDE (FY2016)

Total federal SBIR funding	\$1.755 million
HSBIR matching funds	\$0.520 million
Number of companies	12 companies
Number of new companies	5 companies

HSBIR PHASE 2 AWARDS, STATEWIDE (FY 2016)

Total federal SBIR funding	\$7.9 million
HSBIR matching funds	\$2 million
Number of companies	7 companies
Investment ratio	3.95

- **Manufacturing Assistance Program (MAP) matching grant:**

MAP AWARDS (FY2016)

Total applications received	69
Total applications funded	51
Total company investment	\$31,377,504
Total grants requested	\$3,401,169
Total matching grant awarded	\$1,903,634
Projected economic impact*	
New employees	363
New jobs earning > \$80K/year	70
Jobs saved	266

* These projections were reported by the applicants.

- **Hawaii state matching funds for U.S. Office of Naval Research Energy Projects (HONR)**

Total ONR funding	\$11.3 million
HONR matching funds	\$1 million
Number of companies	3 companies

- **NI3 Initiative:** HTDC launched the Neighbor Island Innovation Initiative (NI3) to make the agency truly statewide. This new business mentorship program on Kauai and Hawaii Island provided assistance to 35 companies with the mentors meeting 97 companies in less than a year.
- **Incubators:** Manoa Innovation Center and Maui Research and Technology Center incubated 72 companies with 3 companies graduating.
- **Outreach Events:** HTDC sponsored 23 events that attracted more than 65,000 participants. Wetware Wednesday hosted 11 monthly networking events attended by more than 900 people. HTDC hosted 12 workshops and grant info sessions on Oahu, Kauai, Maui and Hawaii.

FEDERAL FUNDS: INNOVATE Hawaii submitted a proposal to renew its \$500,000 annual contract with the US Department of Commerce National Institute of Standards and Technology to support the Manufacturing Extension Partnership program (CFDA 11.611, Contract # 70NANB13H129) for FY17 through FY21. The program provides direct consulting assistance to manufacturers and administers the MAP and SBIR matching grant programs. The economic impact is detailed above and includes 4 full time staff. We anticipate the contract to be renewed. If the federal funds were lost, HTDC would require \$500,000 annual state funding to continue the program. The program operates on federal funding and in-kind match from HTDC.

HCATT's \$22 million contract with the US Air Force Research Lab (CFDA 12.800), Contract # FA8650-11-2-5605 originally set to expire 3/31/2017 has been extended to 9/30/17. HCATT continues to solicit Federal funding from a variety of sources to diversify its income stream. HCATT does not currently receive any State funding. HCATT operates the only operational renewable hydrogen production and dispensing station on Oahu and over the years has brought more than \$40 million in federal funds into the State, matched by another \$23 million from private partners. HCATT was a leader in making Hawaii the first electric vehicle ready State in the late 1990s and is currently leading discussions on renewable hydrogen vehicle infrastructure. The program includes 5 full time staff.

BED 143 BUDGET ADJUSTMENT:

- **\$23,750** in FY 18 and **\$47,500** in FY 19 (MOF:B) for COO/Industry Info Specialist Position #102460, converts the 50% special funded positions into 100% special funded positions. These positions are critical to the growing programs and partnerships with other state agencies for HTDC services. HTDC is working with 7 agencies to create needed infrastructure that will increase the number of high wage jobs in Hawaii. These positions would allow HTDC to hire experienced staff to move these projects to a successful outcome. Without additional staff HTDC will not have the capacity to support the partnerships.
- **\$16,250** in FY 18 and **\$32,500** in FY 19 (MOF:B) for Special Projects Coordinator Position #102275 fund the positions 100% through HTDC's special fund. These positions are needed to attain HTDC's 80|80 directive as well as continuing to support economic development and innovation in the tech sector.

OFFICE OF PLANNING – BED 144

MISSION: The Office of Planning's (OP) mission is to guide the overall growth and development of the State through a statewide comprehensive planning framework. OP prepares plans and planning studies and conducts policy analysis primarily on issues related to land, coastal, and ocean uses. OP administers: the Planning Division, which includes the Special Plans Branch, Hawaii Coastal Zone Management (CZM) Program, Geographic Information System (GIS) Program; and the \$2 million Brownfield Cleanup Revolving Loan Fund (HBCRLF). OP also administers the Land Use Division (LUD). LUD prepares the State's position on quasi-judicial proceedings before the State Land Use Commission (LUC). The LUD ensures that the LUC's decisions and orders include terms and conditions that protect the State's interest in the long-term, the sustainable use of limited State resources, such as land, water, and State infrastructure facilities. The LUD is also OP's lead division on State Transit Oriented Development (TOD) coordination.

ECONOMIC AND FISCAL CONDITIONS: National and state fiscal and economic constraints affect the office's ability to operate at full capacity, and also impacts demand for land, coastal and ocean uses which, in turn, impacts natural resources. OP has continued to focus on its core statutory functions, federally-funded programs and priority project areas of the administration

and legislature. OP prepares planning and policy studies, position papers, and reports that provide quality information to decision-makers. Current economic and fiscal conditions have impacted OP's ability to perform periodic reviews of the Hawaii State Plan and key Functional Plans. OP is challenged by staff and resources constraints, but works diligently to maintain its productivity and efficiency.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- Completed a National Estuarine Research Reserve Draft Management Plan document for Heeia (Oahu), in coordination with the Heeia community and NOAAa portion of a National Environmental Protection Act (NEPA) document.
- Initiated a U.S. Economic Development Administration grant project to update the Statewide Comprehensive Economic Development Strategy.
- Continued collaboration with the Office of Enterprise Technology Services to modernize the Statewide Geographic Information System.
- In coordination with DLNR, began implementation of Act 83 (SLH 2014) that establishes an interagency committee to address sea level rise and climate change adaptation.

FEDERAL FUNDS: The Hawaii Coastal Zone Management Program (CZM) (CDFA 11.419) and Economic Development Administration (EDA) Grants administered by OP's Special Plans Branch (CDFA 11.307) are subject to annual appropriations by Congress, and funding levels from the National Oceanic and Atmospheric Administration (NOAA) and the U.S. Economic Development Administration, respectively. This CZM program and EDA Grants have not lost federal funds, and currently there is no indication that the CZM program and EDA grant is at risk of losing federal funds.

In the event of reduction of federal funds for this program and grant, OP would adjust program and project scopes to avoid impacts to the public, while remaining on course to achieve program and grant funding goals.

BED 144 BUDGET ADJUSTMENT:

- **\$55,236 General Funds for Planner V to BED 144/PL** Temporary Planner V Position & Funds for Special Action Team on Affordable Rental Housing (Act 127, SLH 2016). Request is for temporary position to continue through FY 19. FY 18-19 (each year of biennium) -\$55,236.
- **\$59,736 General Funds for Planner VI to BED 144/PL** Support position for State Interagency Council on Transit Oriented Development (created pursuant to Act 130, SLH 2016). Position was eliminated in FY 17 Budget. Request is for permanent position – FY 18-19 (each year of biennium) -\$59,736.
- **\$44,764 General Funds to BED 144/PL** For operations and support of the Special Action Team on Affordable Rental Housing (Act 127, SLH 2016). The Special Action Team

sunsets on December 2019; FY 18-19 (each year of biennium) -\$44,764.

- **\$25,000 General Funds to BED 144/PL** For operations and support of the State Interagency Council on Transit Oriented Development. FY 18-19 (each year of biennium) -\$25,000.
- **\$1,000,000 CIP Funds to BED 144/PL** To support planning and planning-related activities in State Transit Oriented Development. Similar request made in FY 17, where \$500,000 was appropriated. FY 18-19 (each year of biennium) -\$1,000,000.

Hawaii Strategic Development Corporation– BED 145

MISSION: Hawaii Strategic Development Corporation’s (HSDC) core activities are to manage and grow its fund of funds investment program that supports economic development and diversification in Hawaii. The focus of this economic development program, called the HI Growth Initiative, will be to: 1) support the establishment of an entrepreneurial ecosystem that will provide mentoring, collaboration, and funding opportunities for Hawaii entrepreneurs to establish and scale their business ventures; 2) actively partner with the private sector to establish accelerator programs in target industry sectors; and 3) network Hawaii’s high-growth businesses into the broader universe of mainland and international investment funds through its fund of funds investments.

ECONOMIC AND FISCAL CONDITIONS: HSDC has not received any new funding since 2013. Existing funds have been encumbered to specific investment initiatives. HSDC’s investment activities typically require up to a year of planning and working with private investors to establish a Hawaii investment fund. Given the lack of funding, HSDC has not been able to develop any new investment initiatives. Furthermore, HSDC will be unable to support the continued activities of the accelerator programs that have been the foundation of Hawaii’s growing entrepreneurial ecosystem.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **HI Growth Supported Accelerators are National Winners:** Three Hawaii accelerators have been awarded \$50,000 and recognized as leading innovators by the U.S. Small Business Administration for their work supporting small-business job creation and growth. This was the third such award in three years for Kona-based GVS Transmedia Accelerator, which cultivates locally produced film and creative media projects. Two-time winner Maui Food Industry X-celerator in Kahului focuses on value-added agricultural products, while the University of Hawaii’s XLR8UH program on Oahu also won for the second time. From an initial pool of more than 400 applicants, judges selected a total of 68 winners across 32 states. These accolades for Hawaii’s local accelerators come on top of last year’s rating of tech accelerator Blue Startups as No. 17 in the U.S. by TechCrunch and the Energy Excelerator’s recognition as one of the leading clean-tech accelerators in the country. HSDC through the HI Growth Initiative supports

GVS, Maui Food X-celerator, Blue Startups and Energy Excelerator operationally as well as through follow-on investment funds targeted at accelerator graduates.

- **UHERO Report Concludes 12X leverage on State's investment:** The HI Growth Initiative, in just four years, has shown Hawaii is a viable place build competitive startups. A 2016 study by the University of Hawaii's Economic Research Organization found 65 companies have been funded as a result of the HI Growth Initiative. The average capital investment from the HI Growth Initiative is \$160,000 per company, representing a cumulative investment at the end of 2015 of \$10.5 million. Companies on average have gone on to attract an additional \$2 million in private funding for a total of \$136 million: over 12X leverage on the state's investment.
- **HI Growth has mobilized support and capital participation from diverse entities:** HI Growth programs have engaged participation from private investors, Hawaii corporate investors, Hawaii institutional investors and County Governments. There is strong corporate commitment to the Energy Excelerator and corporate investment in follow-on fund EEX Fund One. The University of Hawaii's innovation strategy has been strongly supported by the Hawaii Business Roundtable and corporates are active investors alongside HI Growth's UPSIDE Fund II in UH spinout companies. The County of Hawaii is a strong partner in the GVS Transmedia Accelerator. Several small and large corporates have also participated as sponsors of pitch competitions, demo days, hackathons and reverse pitch events.
- **Vibrant startup ecosystem launched:** Entrepreneur-focused events are an important component of an entrepreneurial ecosystem, enabling serendipitous collaboration and networking. The HI Growth Connect and Network (CAN) program has been a key facilitator of these types of events, which include Startup Weekends and pitch competitions. Additionally, HI Growth supports three major venture capital summits focused on three different industries: East Meets West, brings together Asian and Western investors and startups; MaiTai Maui Tech Night, brings Silicon Valley executives and investors to Hawaii; and GVS All Access, brings Hollywood executives to network with Hawaii's film and creative media entrepreneurs. The objective is to create opportunities for Hawaii entrepreneurs to grow their businesses by exposing them to potential customers, partners and investors on a regular basis. In FY 2016, more than 1,500 people participated in HI Growth-sponsored events. These activities are important to increasing the pipeline of entrepreneurs establishing new businesses.

FEDERAL FUNDS: In 2011, HSDC received a \$13 million grant under the US Treasury's Small Business Credit Initiative (2011SSBCIHI-A) to fund its venture capital investment program. These funds have been fully encumbered. This was a one-time grant program and there currently are no other Federal programs that provide funds for venture capital investment programs.

BED 145 BUDGET ADJUSTMENT:

- **\$10,000,000 General Fund infusion into HSDC's Revolving Fund.** These funds will be used to continue a state economic development effort called the HI Growth Initiative. The HI Growth Initiative will invest, in partnership with the private sector in three key areas: 1) entrepreneur ecosystem development; 2) accelerators; and 3) access to startup capital to grow and scale businesses. A portion of the funds will be used for program management, e.g. legal work, industry networking events, and studies to measure program effectiveness.
- **\$188,056 General Fund appropriation** for two existing positions at HSDC. These positions have been historically funded out of the HSDC Revolving Fund.
- **\$286,895 Reduction of HSDC Revolving Fund appropriation** for two existing positions at HSDC as funding will be thru General Fund.

NATURAL ENERGY LABORATORY OF HAWAII AUTHORITY (NELHA) – BED 146

MISSION: The mission of Natural Energy Laboratory of Hawaii Authority (NELHA) is to support the development and diversification of the economy of Hawaii by providing resources and facilities for energy and ocean-related research, education, and commercial activities in an environmentally sound and culturally sensitive manner.

ECONOMIC AND FISCAL CONDITIONS: The current worldwide trend towards sustainability technologies has had a positive impact on the demand for sites at the Hawaii Ocean Science and Technology Park (HOST Park) located next to the Kona International Airport. In particular, worldwide focus on clean energy has increased the interest in OTEC technology and other forms of alternative energy, which will assist NELHA in attracting new businesses and research projects. The University of Hawaii Economic Research Organization (UHERO) recently completed an update of the 2010 NELHA Economic Impact Study. The report shows that total annual economic impact surged by 40 percent from 2010 to 2013 (\$88 million to \$122 million) and generated State tax revenue of \$5 million annually. A total of 617 jobs were generated statewide and 25% in key areas of research, science and technology.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- **Key NELHA initiatives are:**
 - Maintain operational self-sufficiency.
 - Maintain and complete build out of Deep and Surface Seawater System.
 - Make mission-critical Research Campus improvements including Blue Tech Incubator.
 - Add OTEC and solar energy production and storage to the development of the Integrated Energy District.
 - Provide infrastructure for Ocean Centerpiece – an 80-acre development focused on

providing a Living Laboratory and Showpiece for Sustainable and Green Technologies.

- **Public- and Private-funded Projects:** More than \$70 million in new public and private funded projects at NELHA's Hawaii Ocean Science and Technology Park have been completed in the past several years to encourage economic and job growth. These projects provide a foundation for a stronger entrepreneurial ecosystem to grow Hawaii's innovation sector, particularly in the areas of blue technology and clean energy. Of note is the completion of West Hawaii's first business 15,000 sq. ft. incubator in October 2016. The incubator serves as the focal point for providing services to new businesses in West Hawaii for the innovation sector. Much of the private sector growth at NELHA has led to statewide aquaculture production surging by more than 150% in past several years (\$30 million to \$78 million). Export focus is critical to support future economic growth in Hawaii and the two of the State's leading exports come from businesses at NELHA (water bottling and shrimp). In renewable energy, the world's largest grid-connected OTEC facility came online at NELHA in 2015. OTEC is important for the State's energy future and needs to be part of the equation when the State achieves 100% renewable energy by 2045. In addition, the first publically accessible hydrogen production, storage and fueling facility is currently nearing completion at NELHA.

FEDERAL FUNDS: During FY 2016, NELHA did not lose any Federal Funds. NELHA recently received \$3 million in Federal Funds from the U.S. Economic Development Agency (Investments in Public Works, CFDA No. 11.300) and \$420,000 from the U.S. Department of Energy via the National Renewable Energy Laboratory. This funding is not at risk. NELHA is in the process of applying for additional federal grants.

BED 146 BUDGET ADJUSTMENT:

- **\$5,200,000** in General Obligation Reimbursable Bonds, Improvements and Upgrades to Seawater System, Hawaii. NELHA is requesting an amendment to Section 48.2 of Act 119, SLH 2015, as amended by Act 124, SLH 2016, to correct the conflicting language between the proviso and the appropriation for the Capital Improvement Program project Item A11.01.

HAWAII COMMUNITY DEVELOPMENT AUTHORITY – BED 150

MISSION: The Hawaii Community Development Authority (HCDA) oversees three community development districts designated by the Hawaii State Legislature. The statutory mission for each district is as follows: (1) Kakaako Community Development District – facilitate a mixed-use district whereby industrial, commercial, residential, and public uses may coexist compatibly within the same area; (2) Kalaehoa Community Development District – facilitate the redevelopment of Barbers Point Naval Air Station; and (3) Heeia Community Development District – facilitate culturally appropriate agriculture, education, and natural-resource restoration and management of the Heeia wetlands.

ECONOMIC AND FISCAL CONDITIONS: Statewide conditions present different challenges and opportunities for each community development district. In general, with continued low interest rates and the shortage in housing supply statewide, developers are changing product offerings. Despite projections of a recession, reports also show continued development in the district at a slower pace. The projected slowdown will have an adverse impact on HCDA revenues that are derived from development activity that accounted for almost 75% of agency revenues in 2016.

In addition, the 2012 transfer of 30-acres of land in Kakaako Makai to the Office of Hawaiian Affairs in settlement of its past due ceded land claims, the HCDA lost \$2 million of annual revenue from leasing operations. Revenues from leasing and management operations are essential to funding HCDA operations. Since the transfer, essential HCDA operations result in deficit spending of approximately \$500,000, annually.

NOTABLE PERFORMANCE MEASURES/ACCOMPLISHMENTS:

- **Kakaako:** HCDA aims to keep development moving while continuing to ensure community benefits in Kakaako by providing developers incentives through revisions to HCDA's reserved housing program and mauka area plan and rules. Amendments to the mauka area rules would implement features from HCDA's recently completed Transit-Oriented Development Plan. Activity in Kakaako will be reinforced by state-sponsored projects, such as Art Space Lofts, 690 Pohukaina, and the 630 Cooke Micro Units, which will also result in affordable units.

To capitalize on the growing residential density, HCDA seeks support on various public and commercial assets in the development district with the rehabilitation of Kewalo Basin Harbor and surrounding fast lands, as well as the planned Entrepreneur's Sand Box and Innovation Hale.

A summary of development highlights in 2016 in Kakaako follows:

- Seven projects were completed providing a total of 2,260 units were completed with 992 units sold to qualified income households; and
 - Four projects broke ground that would add a total of 1,522 units, including 669 units for qualified income households.
- **Kalaeloa:** Inadequate infrastructure is an obstacle to private investment and redevelopment in Kalaeloa. Public investment in infrastructure in Kalaeloa could yield much-needed housing and economic development as contemplated in the plan adopted for the area.

HCDA expects to start work on the Enterprise Energy Corridor in the first quarter of 2017. This project would bring much-needed reliable power to the area. Current

funding levels are not adequate to complete the project to the Kalaeloa Airport. The HCDA has also partnered with energy partners at both the State and Federal levels to evaluate the feasibility of a micro-grid solution for the development district run solely off of renewable energy sources.

On transportation infrastructure, HCDA executed an agreement for improvements to Franklin Delano Roosevelt Avenue, the major east-west vehicle thoroughfare through Kalaeloa.

In addition, HCDA executed a lease with the Kalaeloa Heritage and Legacy Foundation to steward the historic and cultural assets in the Kalaeloa Heritage Park.

- **Heeia:** The HCDA, through its leasee Kāko’o ‘Ōiwi, has benefited from the robust economy, receiving various grants and support from the private sector. While the agricultural component was severely impacted by the record annual rainfall totals, their shift toward infrastructure improvements have paid off. Combined with support from the community, Kāko’o ‘Ōiwi, has:
 - Restored portions of major historic farm roads, increasing accessibility to place more land in production;
 - Restored kuauna have improved the flow of historic auwai, not only improving taro production, but also the entire ahupuaa’s resiliency to heavy flooding; and
 - Continued efforts to remove invasive species which has restored critical habitat for endangered species like the aeo.

The 400-acre community development district, primarily owned by the State is a tremendous asset to the state’s food security goals. The looming recession may have an adverse impact on the outside support that Kāko’o ‘Ōiwi currently receives.

In 2017, the HCDA will be working to formalize and adopt a plan for the Heeia community development district as mandated by statute. This plan may lead to future legislative requests for assistance to implement.

FEDERAL FUNDS: The HCDA is not a current recipient of Federal Funds.

HCDA Budget Priorities: The following criteria was used to formulate the HCDA’s budget request:

1. Maintain existing operations;
2. Address immediate needs within each community development district; and
3. Respond proactively to socio-economic conditions in each community development district.

BED 150 BUDGET ADJUSTMENT:

- **\$1.45 million** to transfer 19 FTE Position Funding from CIP to General Funds.

- **Increase in OCE for Kakaako.** Request increase funding for Kakaako for higher legal and other operating expenditures.
- **\$81,000** to increase to cover fringe benefit costs at Kakaako.
- **\$73,000** to increase to cover fringe benefit costs at Kalaeloa.

HAWAII HOUSING FINANCE AND DEVELOPMENT CORPORATION - BED 160

MISSION: The mission of the HHFDC is to increase and preserve the supply of workforce and affordable housing statewide by providing leadership, tools and resources to facilitate housing development. Since 2006, HHFDC has facilitated the development or preservation of 7750 housing units. About 83 percent were rentals for households with incomes at or under 60 percent of area median income (AMI). Seventeen percent were for sale to households earning 80-140 percent of AMI and market.

ECONOMIC AND FISCAL CONDITIONS: Hawaii's workforce and lower- and moderate-income households are often priced out of the housing market. In 2016, Hawaii ranked #1 in the nation for having the widest gap between wages and the price of rental housing. The National Low Income Housing Coalition's annual report, Out of Reach, documents the gap between wages and the price of housing across the United States. In 2016, the national Housing Wage is \$20.30 for a two-bedroom rental unit, assuming a 40-hour work week, 52 weeks per year. In comparison, Hawaii's Housing Wage is \$32.44 for a two-bedroom rental unit. In 2016, the fair market rent for a two-bedroom apartment in Hawaii was \$1,780. In order to afford this level of rent and utilities—without paying more than 30% of income on housing—a household must earn \$5,932 monthly or \$71,184 annually. A worker earning the federal minimum wage of \$7.25 per hour would not be able to afford a two-bedroom apartment at HUD's fair market rent even if he worked 24 hours a day, 7 days a week.

Similarly, for-sale housing continues to increase in cost as the real estate market continues to grow. Housing sales prices statewide rose by nearly 5 percent in 2015. Condominium prices rose by 3.4 percent statewide in 2015.

It is HHFDC's role to increase the inventory of housing that is affordable to this target group through our development and financing programs. HHFDC will continue to provide financing to increase the inventory of affordable housing statewide. HHFDC has approximately 5,100 units planned for 2017-2020. Of these, 65 percent are targeted for renter households at or under 60 percent of AMI, with the remaining targeted for sale to households at 80-140 percent of AMI and market. HHFDC is also seeking multi-use development opportunities on public lands with other State and County agencies, including DLNR, DAGS, and the DOE. Transit-oriented development along the City and County of Honolulu's rail line is also a tremendous opportunity for working with the City on possible affordable housing developments near planned transit stations.

NOTABLE PERFORMANCE MEASURES / ACCOMPLISHMENTS:

- In FY 2016 and in collaboration with the private sector, HHFDC assisted 814 first-time homebuyers under the Mortgage Credit Certificate program.
- Provided multi-family financing awards to private developers to support the development or preservation of 1195 rental housing units.
- Approved or closed DURF interim construction loans to support the development of 1,480 for-sale and rental housing units.
- Assisted private developers to obtain expedited city land use approvals under the 201H program for four (4) projects, comprising 819 for-sale units and 128 rental units, located in the urban core of Honolulu.

FEDERAL FUNDS: HOME Investment Partnerships Program CFDA No. 14.239

We do not anticipate any change to the State of Hawaii's allocation of HOME funds in the next year. The Fiscal Year 2016 Omnibus Spending Bill presently under deliberations in Congress would maintain HOME Program funding. In the event of future budget cuts to the HOME program, the Counties would be more reliant on the State's other housing financing programs to address the continued need to increase the supply of affordable housing units, such as the Rental Housing Revolving Fund and the Dwelling Unit Revolving Fund.

BED 160 BUDGET ADJUSTMENT:

Budget requests are intended to address the dire need for affordable housing. Approximately 64,000 housing units are projected to be needed statewide by 2020 – the majority of which are in the affordable housing category for households at or below 140 percent of the area median income. However, HHFDC's current resources will only assist in developing approximately 5,500 housing units in that timeframe. An infusion of additional state funds could be leveraged to escalate housing production. The requests are listed below, in order of priority. The prioritization of supplemental budget requests is based on project/program readiness to proceed and its impact on increasing housing supply, particularly for lower income households.

1. \$15,000,000 (MOF: C) 902 Alder Street, Honolulu, Oahu (BED 160/HD)

The proposed Alder Street mixed-use residential development will provide approximately 180 affordable rental housing units for working families, space for juvenile shelter and services, and parking. The 1.45 acre parcel in Honolulu, Oahu is owned by the State of Hawaii and set aside to the Judiciary for a Detention Home (which has since been relocated to Kapolei). The parcel is zoned A-2 (medium density apartment), has a 150' height limit, and is located in a proposed Transit Influence Zone which is within ¼ and ½ mile of the planned Ala Moana rail station. The water and sewer systems are currently adequate to accommodate the proposed mixed-use residential project.

The HHFDC and Judiciary have entered into a Memorandum of Agreement to develop the mixed-use residential project. In 2015, the Legislature appropriated \$1.7 million for plans and design. HHFDC is requesting \$15 million in CIP funds to finance phase 1 of the juvenile shelter/services component of the project. This includes the prorated cost for 3 floors within the high-rise building (2 built-out floors and 1 floor of shell space) and 50 of 250 parking stalls that would be set aside to the Judiciary.

- 2. \$50,000,000 (MOF: C) Rental Housing Revolving Fund Infusion, Statewide (BED 160/HF)** in taxable General Obligation Bond funds for infusion into the Rental Housing Revolving Fund (formerly known as the Rental Housing Trust Fund). The Rental Housing Revolving Fund (RHRF) provides “equity gap” loans for affordable rental housing projects. The RHRF primarily is utilized in conjunction with the Low Income Housing Tax Credit (LIHTC) program. The LIHTC program can be broken down into two programs, the 9% competitive and the 4% non-competitive. During calendar year 2015, the RHRF received over \$100 million in applications.

The 9% LIHTC projects will utilize approximately \$15-20 million dollars from the RHRF to produce 150-175 new affordable rental units (approximately \$110,000 per unit). The 9% LIHTC program is highly competitive and the number of units remains consistent from year to year.

The number of new affordable rental units produced using the 4% LIHTC program is dependent on the availability of funding in the RHRF. With a greater need from the RHRF because of the smaller amount of equity generated by the 4% LIHTC, the average per unit increases to roughly \$165,000 per unit.

With the assumption that the RHRF’s share of the conveyance tax would meet the 9% LIHTC units, any infusion in the form of a “lump sum” appropriation would be used by projects utilizing the 4% LIHTC program. For every \$10 million dollars infused to the RHRF, it is estimated that approximately 60 new units would be produced. This Supplemental request would therefore help produce up to 510 new units.

- 3. \$50,000,000 (MOF: C) Dwelling Unit Revolving Fund Infusion, Statewide (BED 160/HD)** in taxable General Obligation Bond funds for infusion into the Dwelling Unit Revolving Fund. The Governor's housing strategy establishes a goal of 10,000 housing units statewide by 2020. As the housing shortage in Hawaii is a long-standing, complex issue that the state alone cannot solve, attaining this goal requires collaboration between all major stakeholders – state government, housing developers, the non-profit sector and the counties. Some of the factors affecting the housing shortage are the limited financing tools available to make construction of affordable units feasible and the lengthy and costly process involved with development (Governor's State Housing Strategy, August 2016). The Dwelling Unit Revolving Fund (DURF) has been a valuable source of interim construction financing for private developers of affordable housing projects. Act 132, SLH 2016, broadened the uses of DURF to also fund regional state

infrastructure construction in conjunction with housing and mixed-use transit-oriented development projects. This will enable the state to address a significant barrier to the development of housing -- the lack of infrastructure such as roads, water, sewer, drainage, and utilities.

The Governor's housing strategy prioritizes housing development on state lands around rail stations, as well as the coordination of infrastructure needs along the transit route to support transit-oriented development (TOD). Act 130, SLH 2016, established a TOD interagency council to coordinate planning for TOD, including mixed-use and affordable and rental housing projects, on state lands in each county.

In summary, there is a well-documented need for housing statewide and a strategy to address that need. Existing tools, such as DURF, are in place and can be deployed quickly with an infusion of additional resources to facilitate housing development.

- 4. \$8,400,000 (MOF: C) Low Income Housing Tax Credit Loans, Statewide (BED 160/HF)**
The Low Income Housing Tax Credit (LIHTC) Loan Program encourages the development and preservation of rental housing for lower income households by providing a cost-effective financing mechanism for projects that are awarded State LIHTCs. Projects which have been awarded State LIHTCs that demonstrate the inability to find syndicators for their State credits may exchange the credits for a LIHTC loan.

- 5. \$3,000,000 (MOF: P) National Housing Trust Fund Federal Grant CFDA No. 14.275 (BED 160/HF)** Funds from this new federal housing program will increase and preserve the supply of decent, safe, and sanitary affordable housing for extremely low- and very low-income households statewide.

Current Hawaii Economic Conditions

Eugene Tian

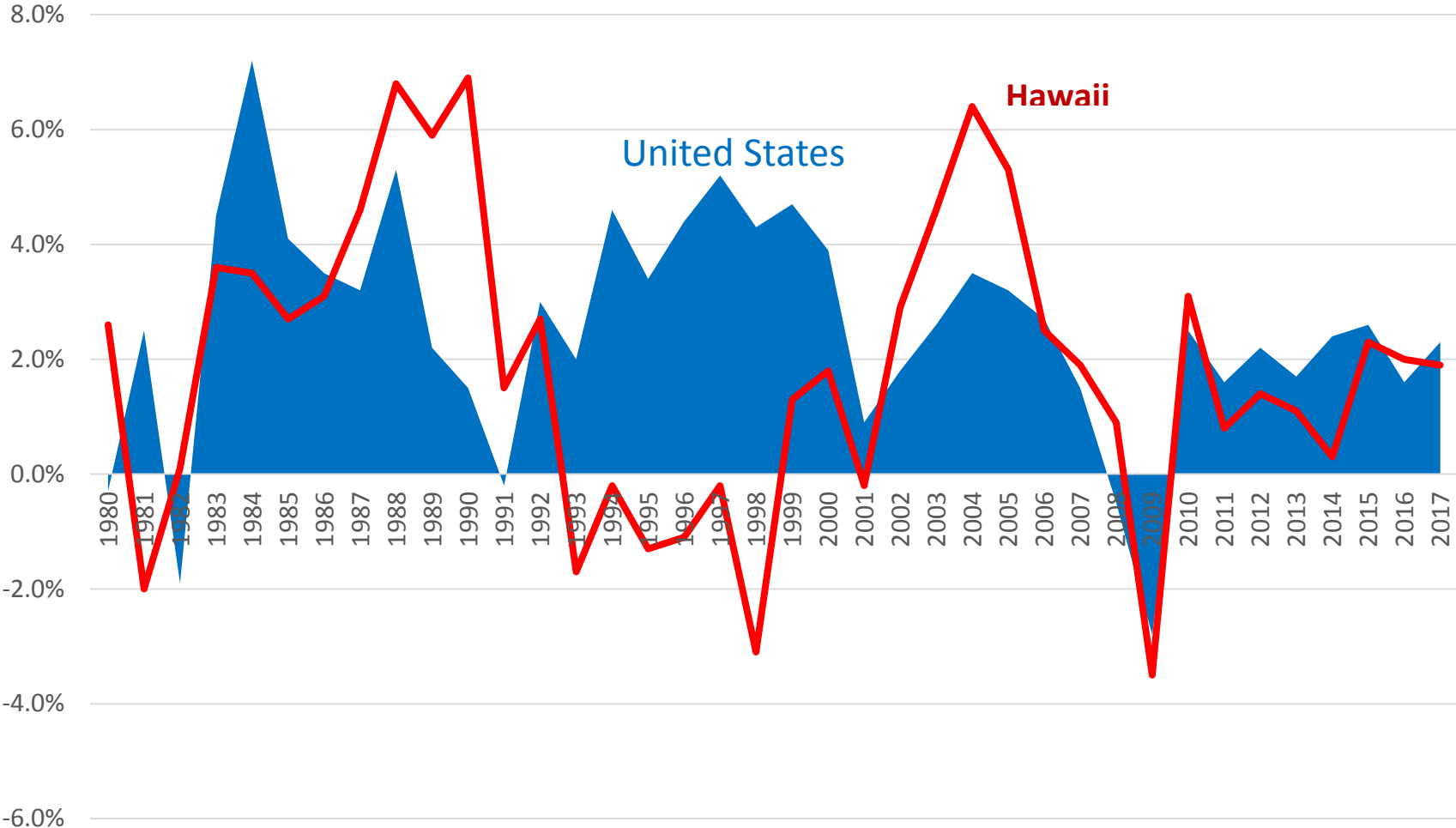
Department of Business, Economic Development & Tourism
to the

Committee on Ways and Means
and
Committee on Finance

January 5, 2017

Hawaii's economy has been following the U.S. in the most recent two business cycles

Real GDP growth, % change from previous year



Source: US BEA, DBEDT, NBER, and Blue Chip Economic Indicators



A Historical Review of Hawaii's Economic Growth

Indicator	Annual average growth, %			
	30 years, 1985 - 2015	20 years, 1995 -2015	2016	2017
Real GDP	1.9	1.4	2.0	1.9
Real personal income	1.8	1.8	2.4	2.6
Honolulu inflation rate	3.0	2.2	2.3	2.6
Non-Ag wage and salary jobs	1.3	0.9	2.0	1.2
Unemployment rate 1/	4.7	5.0	3.3	3.4
Visitor arrivals by air	1.9	1.3	2.3	1.8

1/ Average of 30 years, 1985 – 2015.

Source: DBEDT



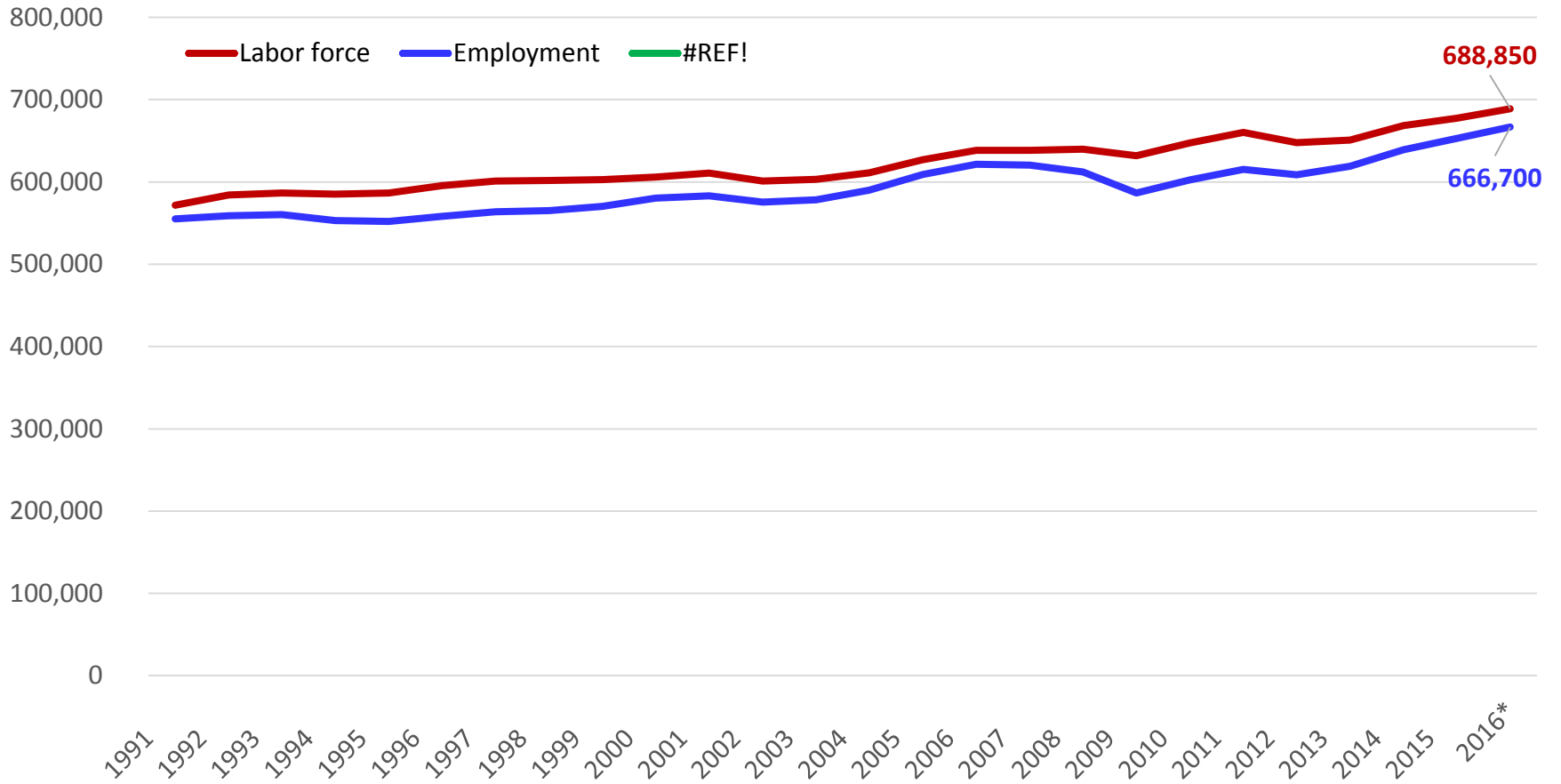
Most of the World Economies will Grow at Steady Rates

	2015	2016	2017
USA.	2.6	1.6	2.3
Canada	1.1	1.2	1.9
Japan	0.6	0.7	0.9
S. Korea	2.6	2.8	2.6
Hong Kong	2.4	1.5	1.6
Taiwan	0.8	1.3	1.8
China	6.9	6.7	6.3
United Kingdom	2.2	2.0	1.0
Germany	1.5	1.7	1.4
France	1.2	1.2	1.2
Eurozone	1.6	1.6	1.4
Australia	2.5	2.8	2.6
Brazil	-3.8	-3.4	0.7

Source: Blue Chip Economic Indicators, December 10, 2016



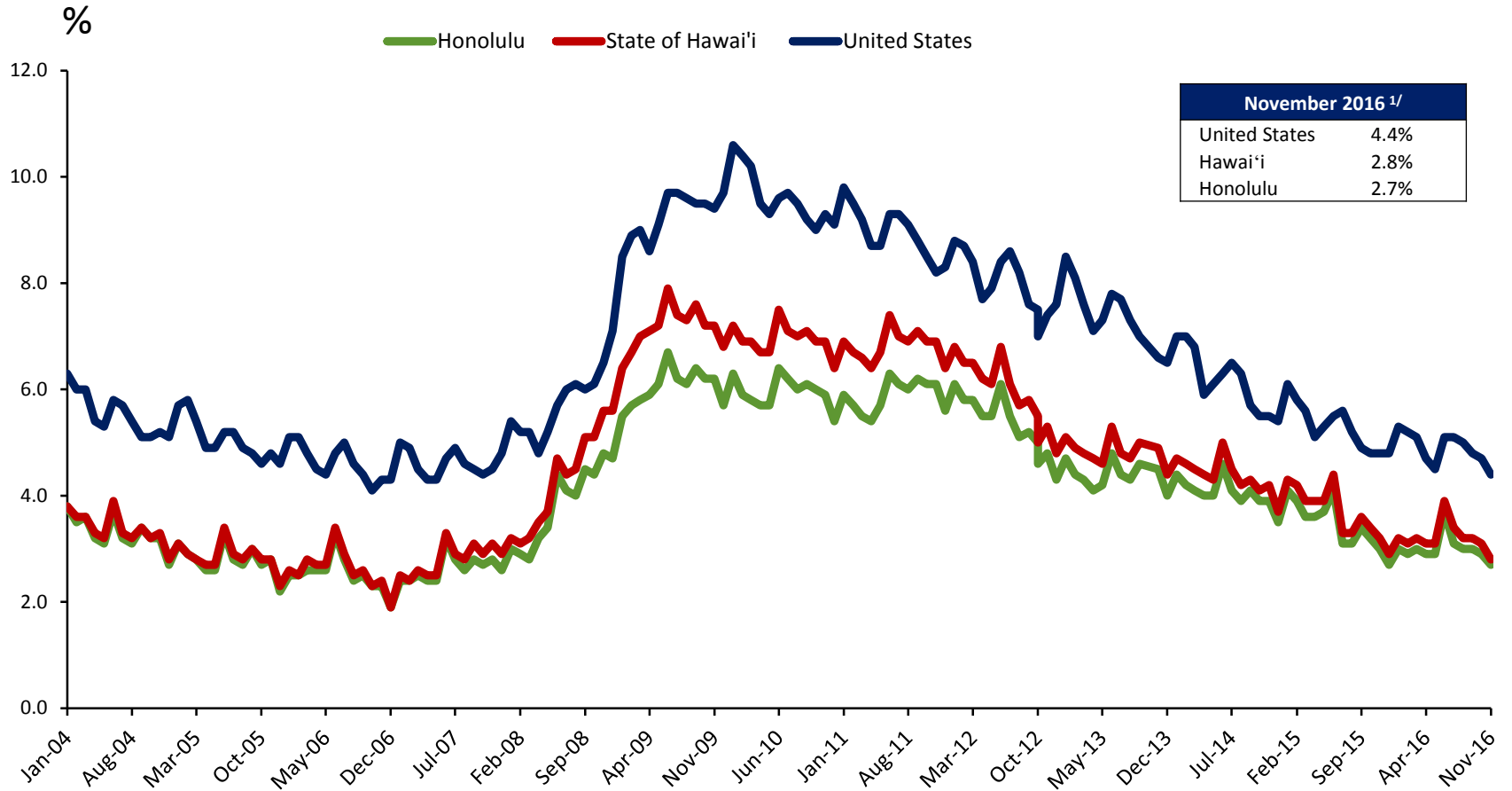
Statewide Labor Force & Employment Were Historic Record Levels in 1st 11 Months of 2016



* 2016 number is the average of first 11 months
Source: Hawaii State Department of Labor and Industrial Relations

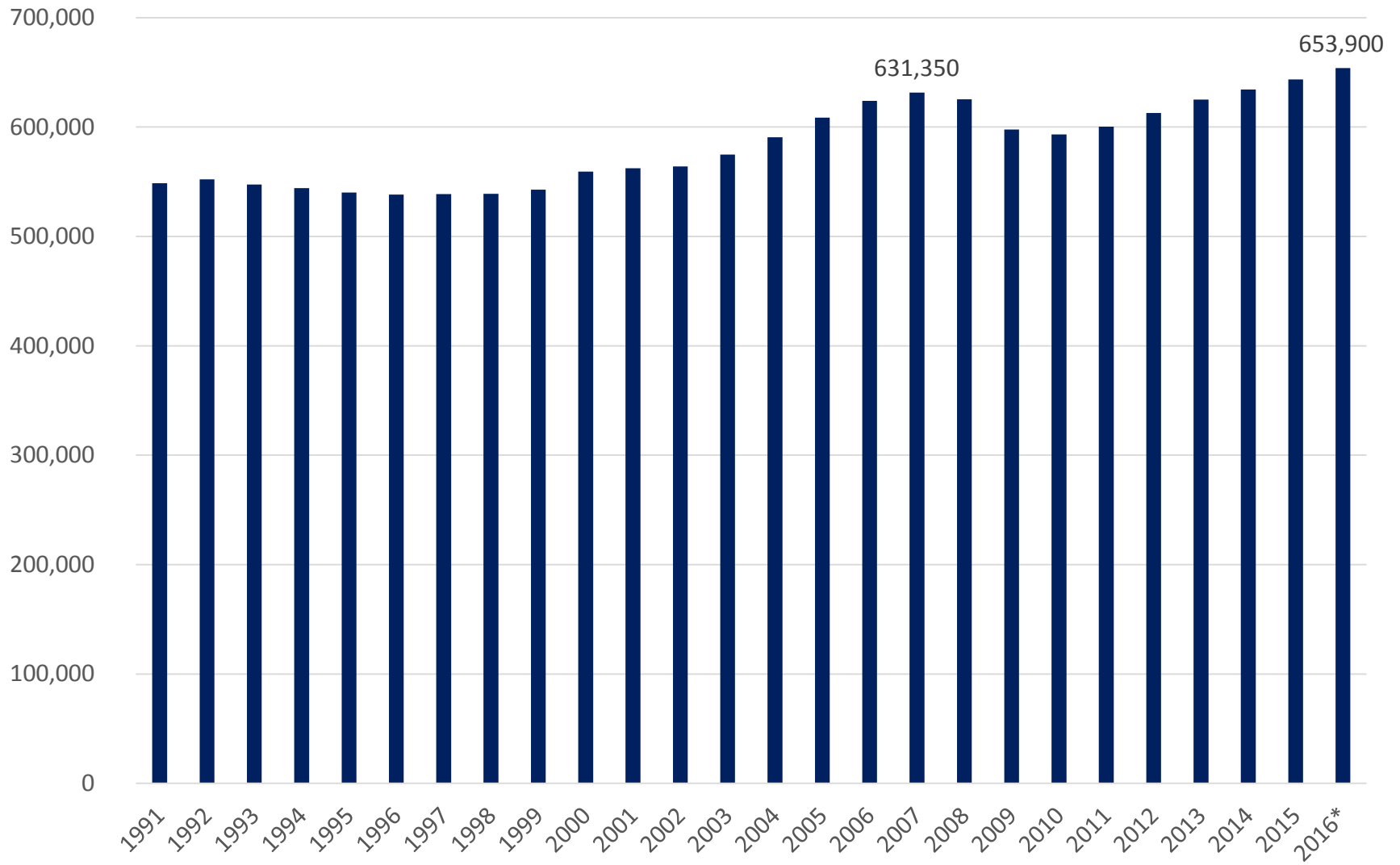


Unemployment Rate



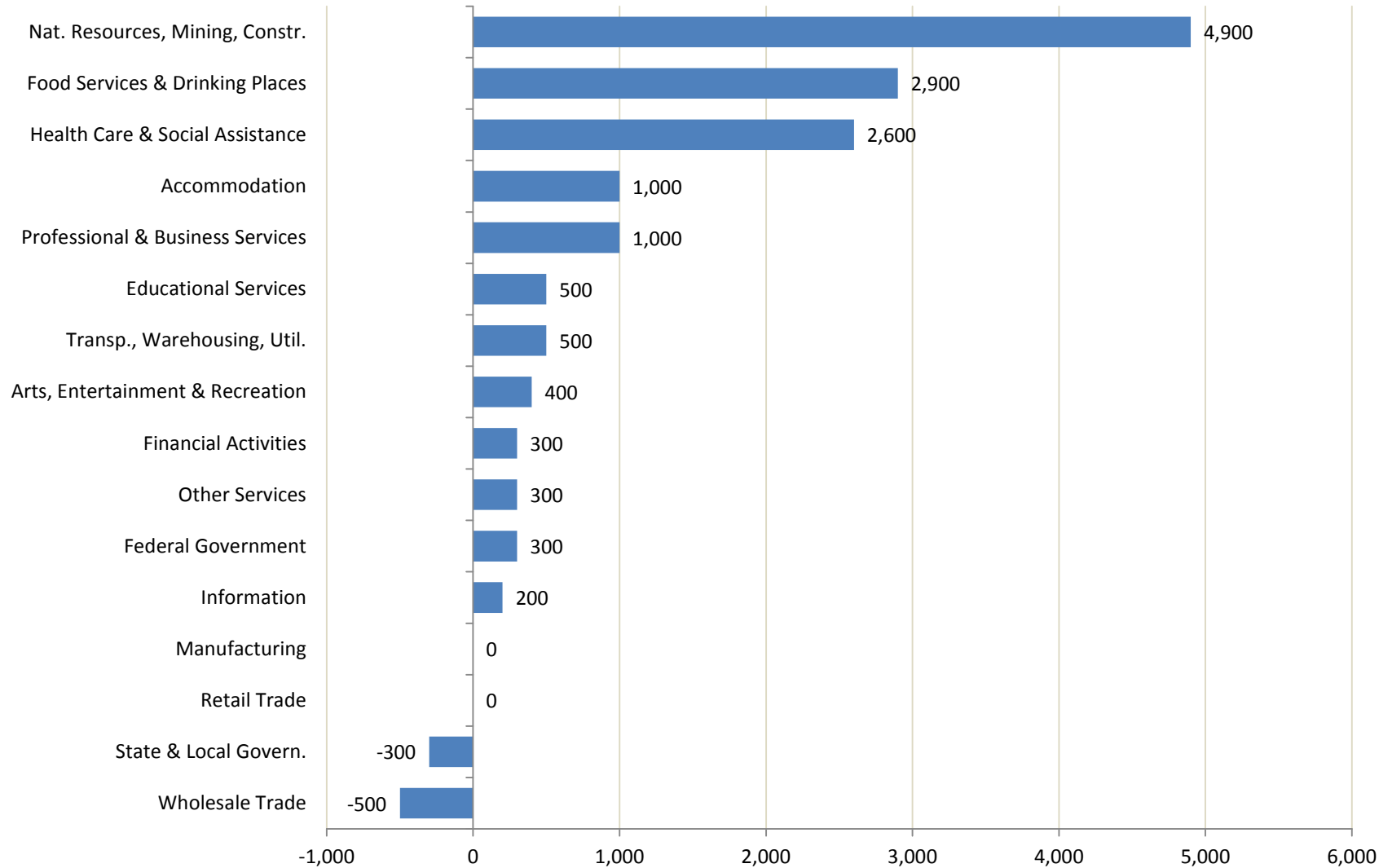
Source: Bureau of Labor Statistics
* Not seasonally adjusted.

Non-Ag. Payroll Job Count Was An Historic Record Level in 1st 11 Months of 2016



* 2016 number is the average of first 11 months
Source: Hawaii State Department of Labor and Industrial Relations

Statewide Gained 14,200 Payroll Jobs in First 11 months of 2016

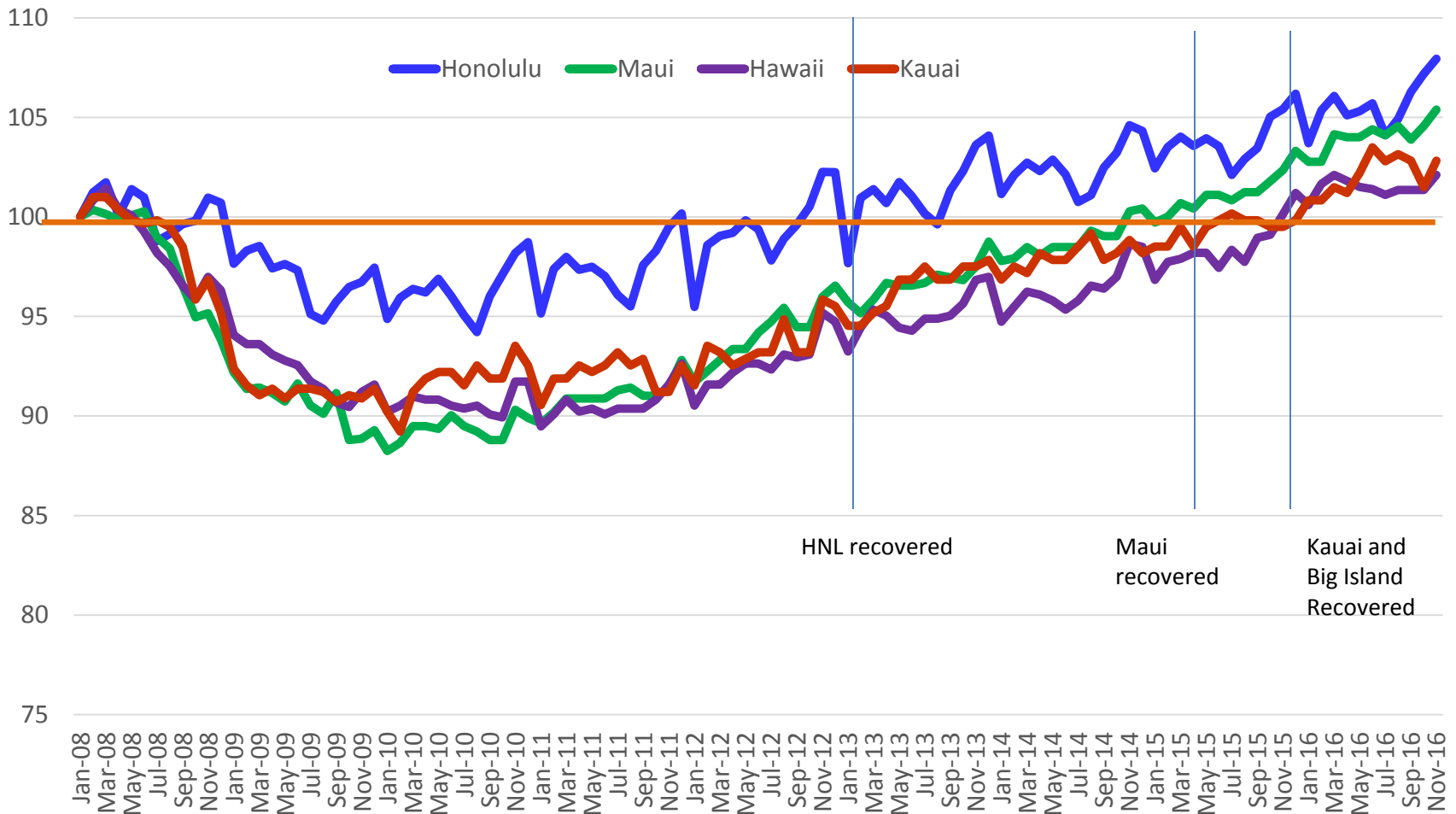


Source: Hawaii State Department of Labor and Industrial Relations



For Job Count, and As of January 2016, All the Counties Were Fully Recovered From Great Recession

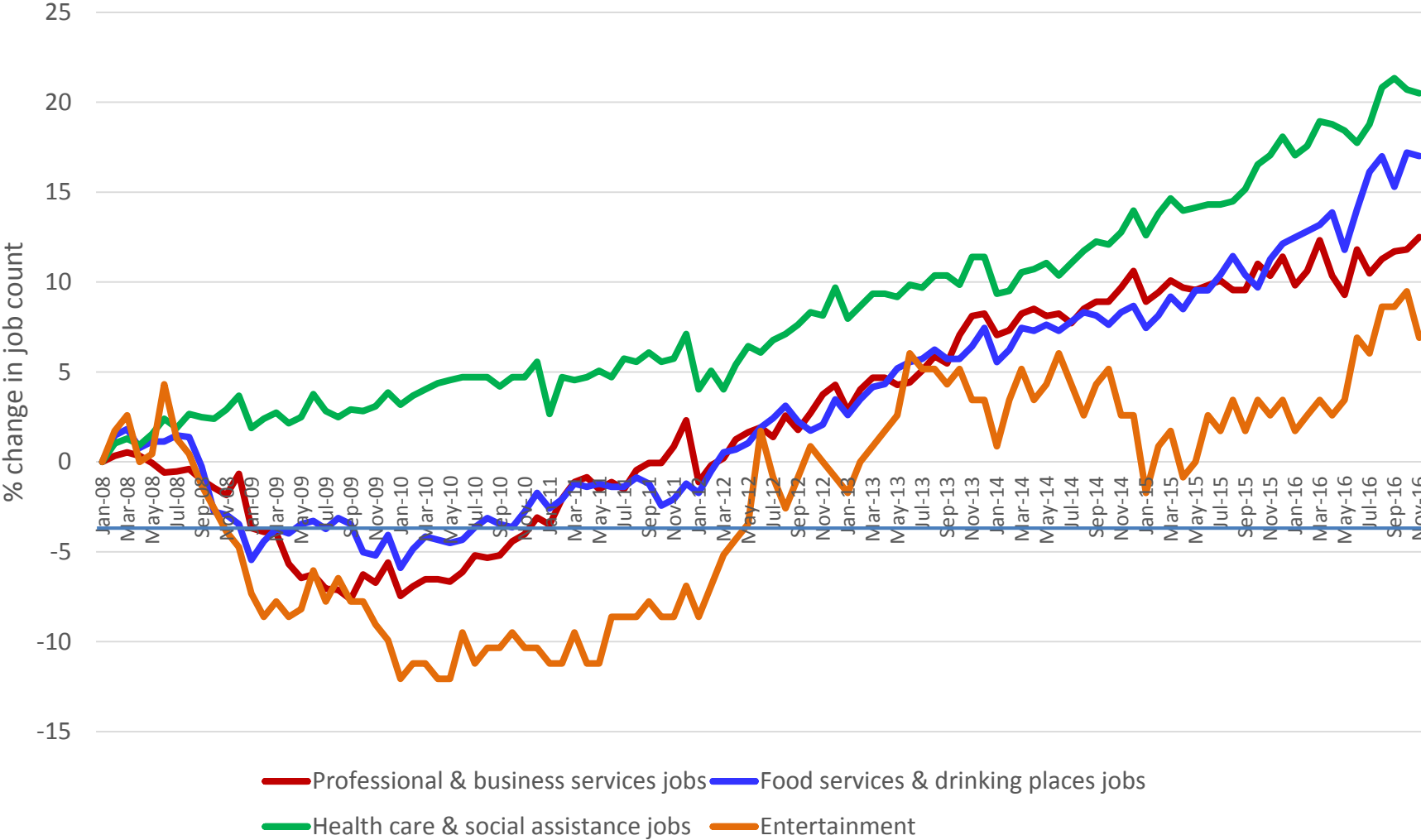
(% recovery from January 2008)



Source: DILR and calculations by DBEDT

Hawaii Industrial Winners

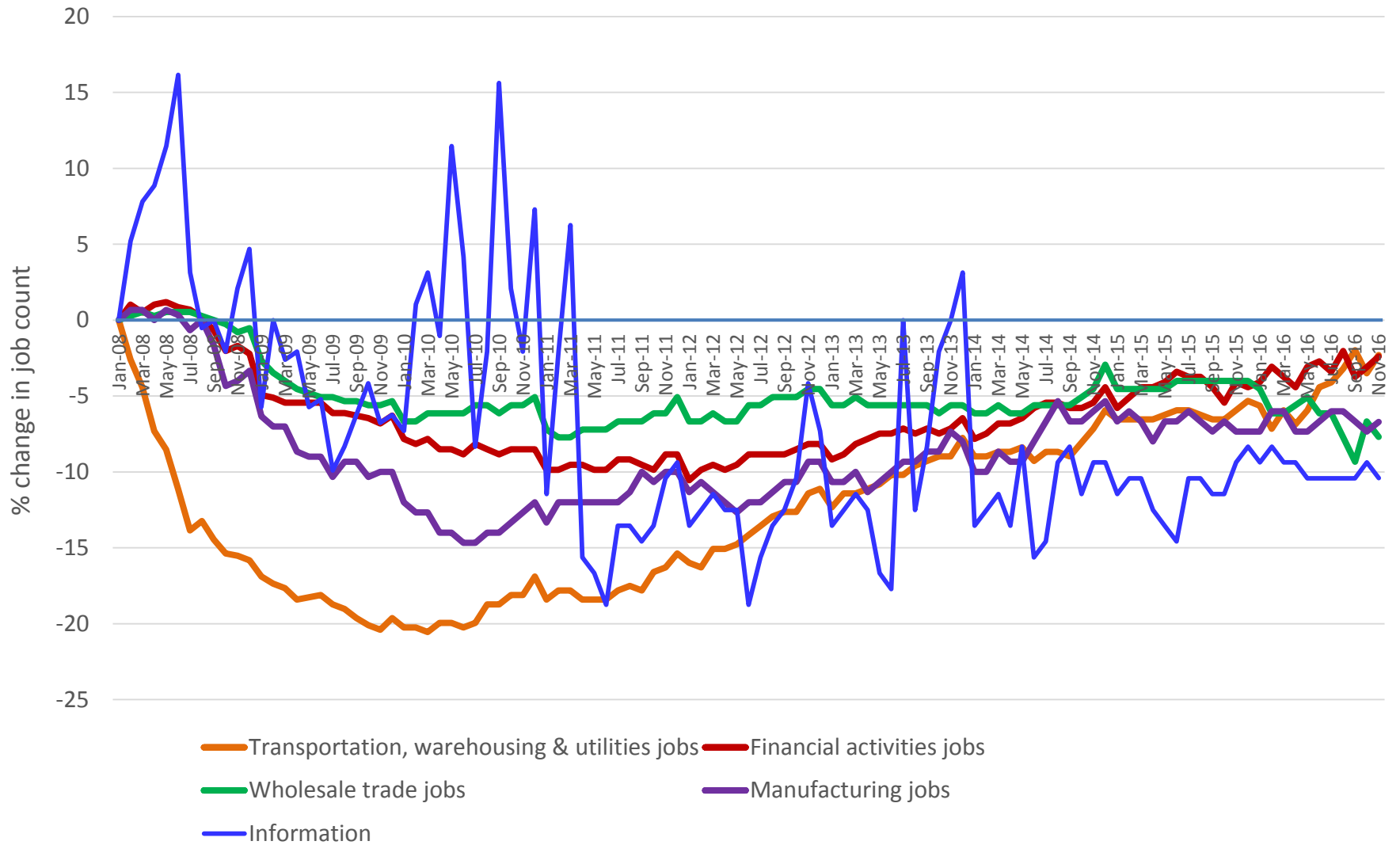
Percent Change in Employment Since Jan 2008 through November 2016



Source: DLIR

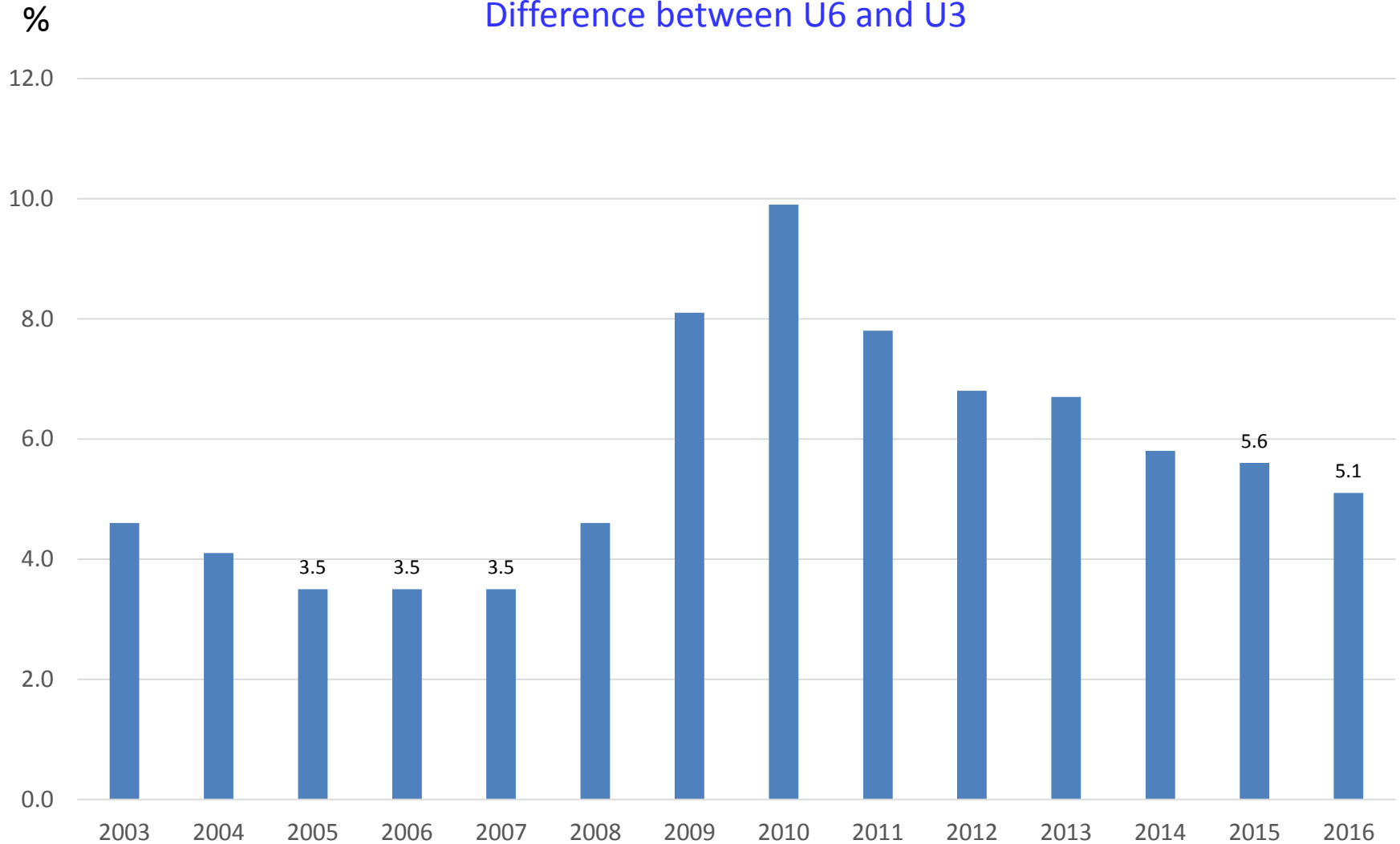
Hawaii Industrial Losers

Percent Change in Employment Since Jan 2008 through November 2016



Unemployment Rate Due to Economic Reasons

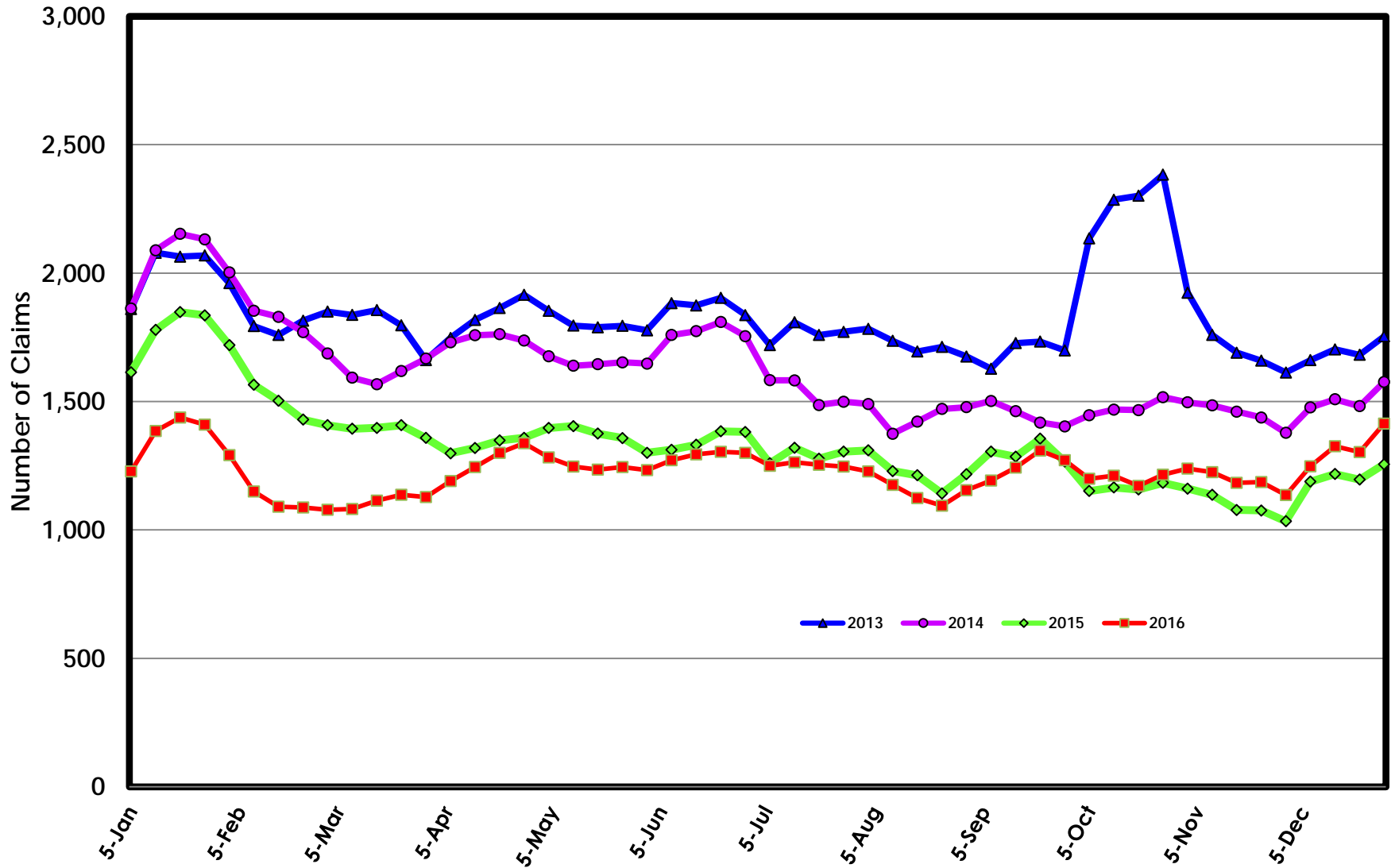
Difference between U6 and U3



Source: U.S. Bureau of Labor Statistics

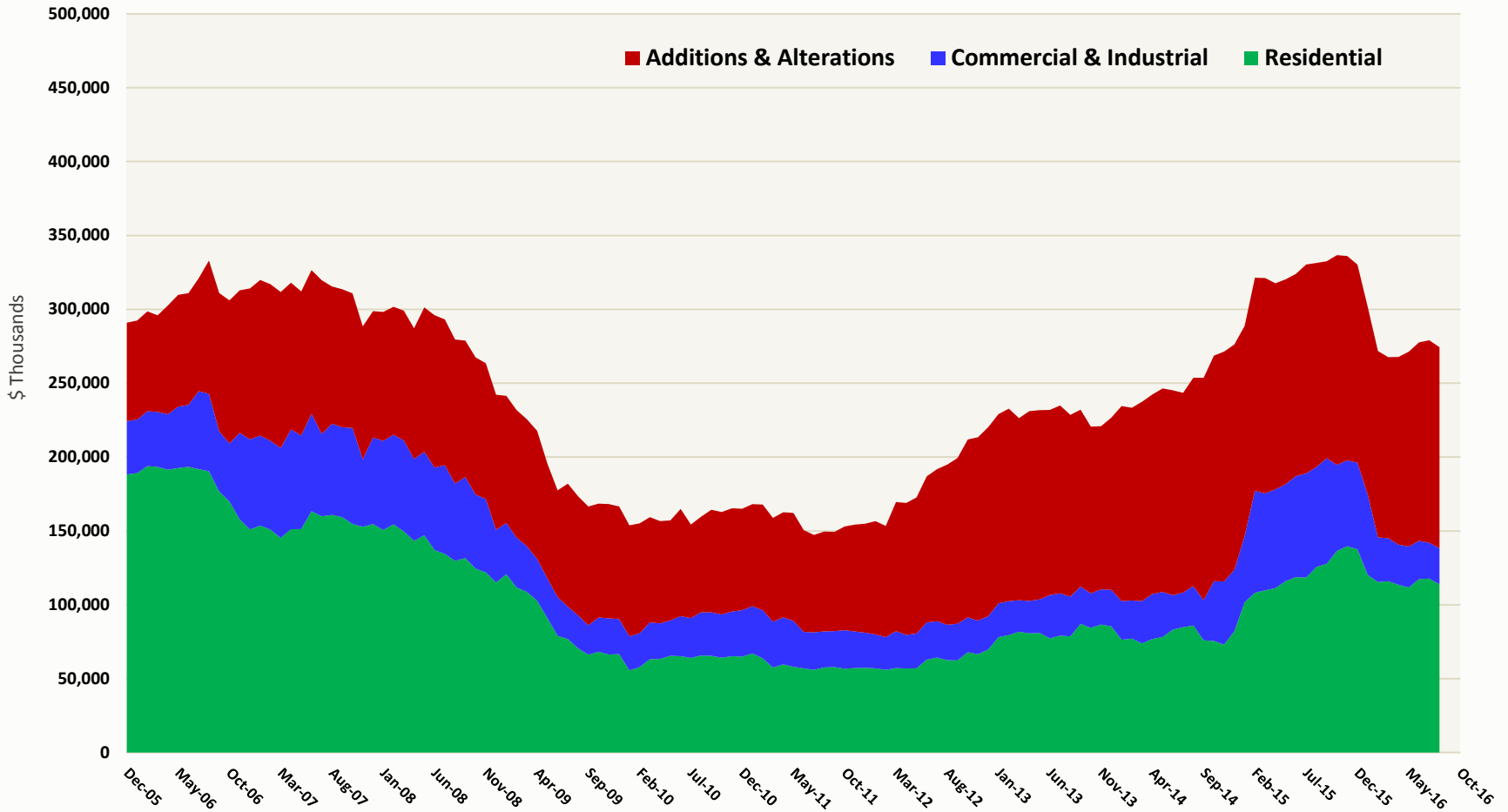
Comparison of Initial Unemployment Claims

4-Week Moving Averages: State



Value of Private Construction Permits Decreased in 2016

12-Month Moving Average of Building Authorization Components*



*Additions and Alterations and Commercial & Industrial data do not include Kauai. All data through October 2016
Source: County building departments and U.S. Census Bureau

Real Estate Sales

(% change 1st nine months 2015 to 1st 11 months 2016)

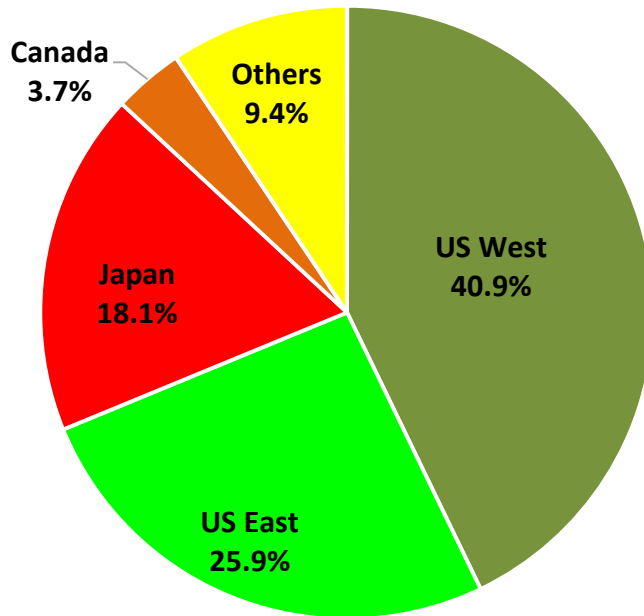
Island	Single Family Homes		Condo Homes	
	Closed sales	Median price	Closed sales	Median price
Oahu	6.1%	5.0%	8.2%	8.1%
Maui	-2.0%	9.0%	9.0%	1.0%
Hawaii	13.7%	1.5%	9.1%	11.8%
Kauai	16.6%	0%	-1.5%	10.8%

Source: Hawaii Information Service, the Honolulu Board of Realtors, and Realtors Association of Maui.

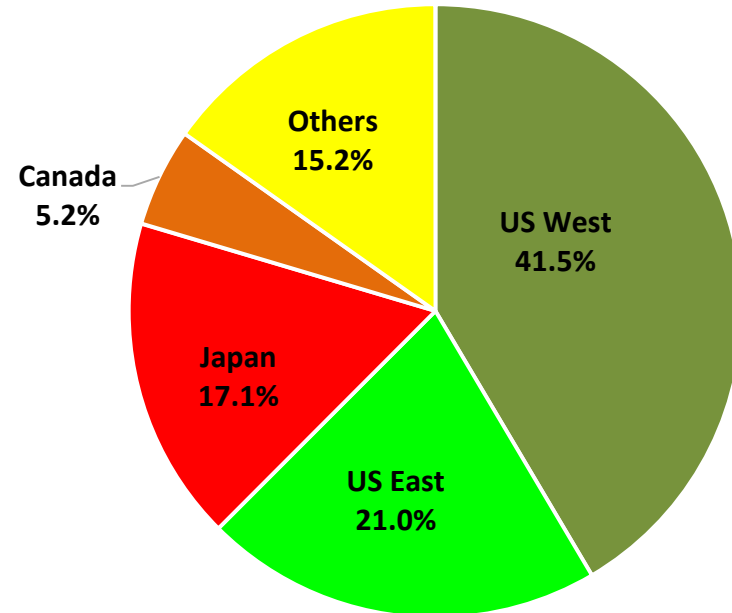
Visitors by Air by Market: Statewide

62.5% of Hawaii Visitors Were From the U.S. with Japanese Visitors Accounting for 17.1% during first 11 months of 2016. Visitors from Canada and other markets are increasing

2006



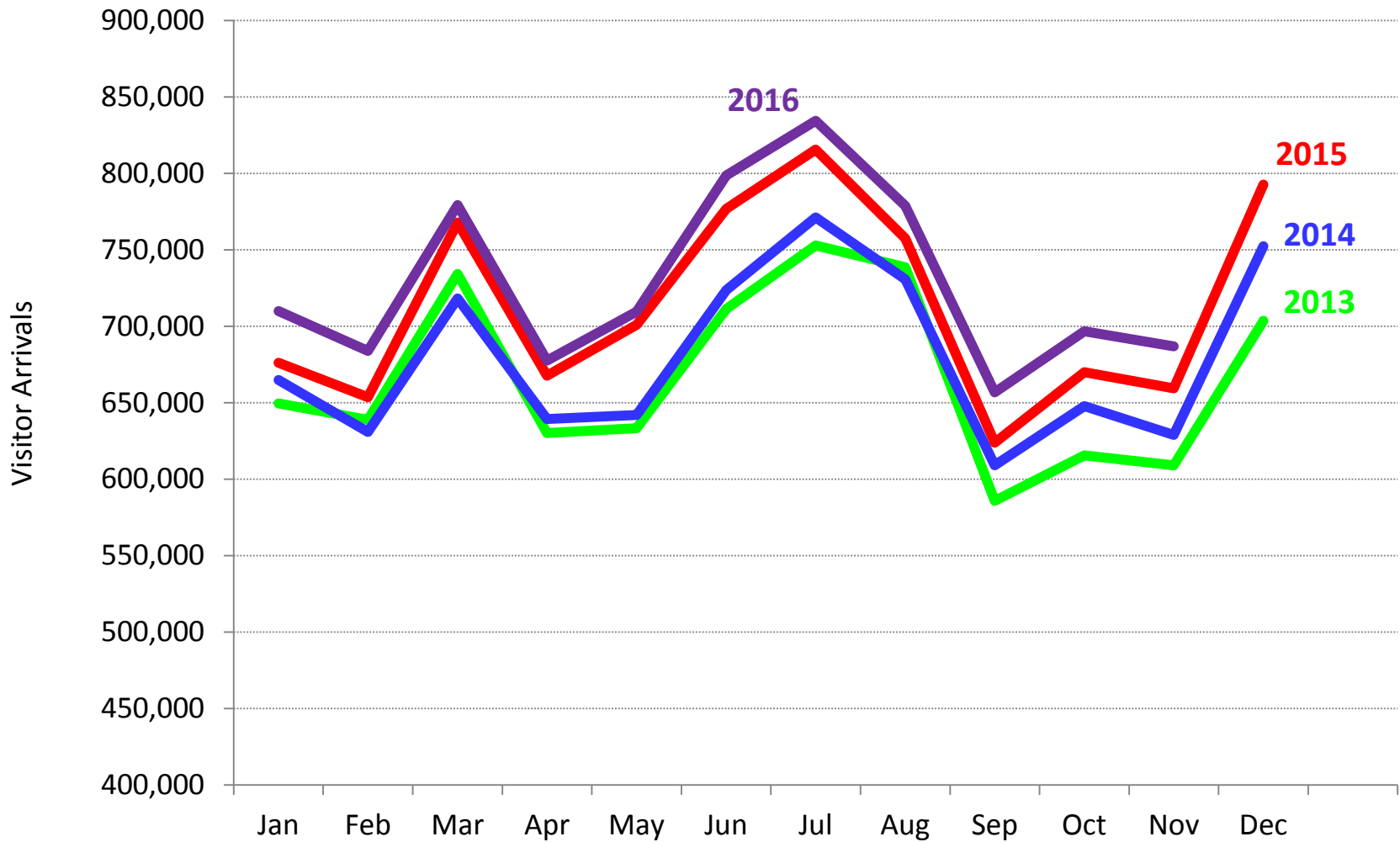
2016*



* first 11 months

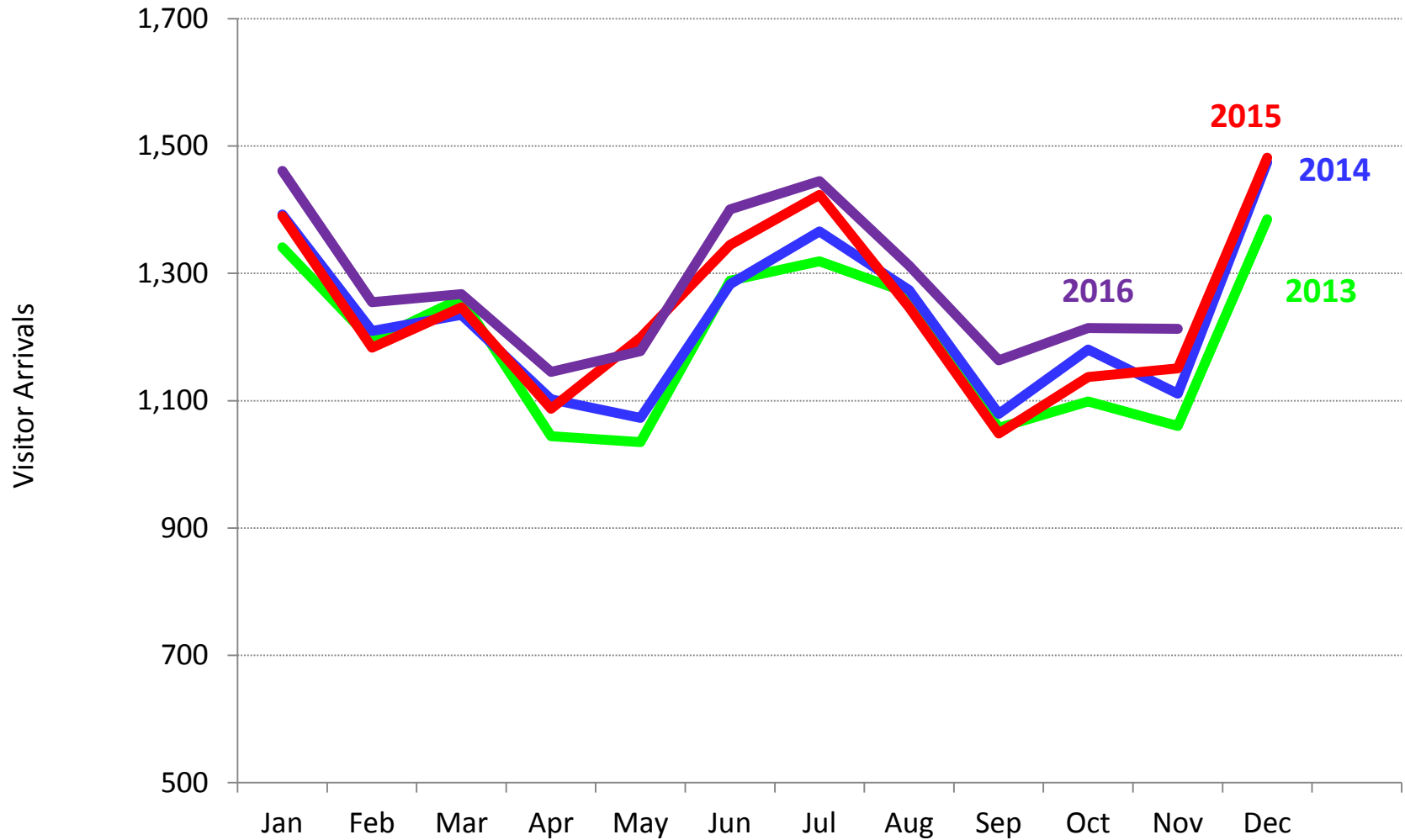
Source: Department of Business, Economic Development & Tourism, Hawaii Tourism Authority

Visitor Arrivals by Air Increased 3.1% During the First 11 Months of 2016



Source: Hawai'i Tourism Authority

Visitor Spending Increased 4.1% During the First 11 Months of 2016



Source: Hawai'i Tourism Authority

Positive signs in the Economy

- Most economies in the world will have steady growth
- Hawaii's economy continues to be on a normal growth path
- Labor market is the best in 1st 11 months of 2016
- As of the beginning of 2016, all counties have recovered in payroll jobs
- Construction industry had record job count in 1st 11 months of 2016
- Hawaii's unemployment rate will still be among the lowest in the nation in the coming year

Challenges in the Economy

- Many Hawaii industries are still recovering
- Unemployment due to economic reasons is still high and initial unemployment claims are rising
- Air seat capacity will decrease by 1.2% in 1Q 2017, will lead visitor industry growth slowing down
- Value of building permit still down as of November 2016

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Foreign-Trade Zone	FTZ Operations	Stabilize and steadily grow FTZ program statewide 1) Administer the federal grant for the Foreign-Trade Zone program in Hawaii by establishing rules and regulations for the operation of the Foreign-Trade Zone. 2) Continue to operate the program in a self-sustaining manner without the use of general funds.3) Oversee nine general-purpose zone sites and five sub-zone sites within the State of Hawaii by acting as liaison between the Foreign-Trade Zones Board and designated Zone sites. Inform the Zones of the rules and regulations and assist them with resources to help them better compete in external markets. FTZ9 currently assists close to 300 businesses in import and export of goods to over 30 different countries. 4) Operate and expand the small business import-export assistance and resource center at the Pier 2 location.	BED107	HRS Ch. 212

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
		5) Expand economic development through the facilitation of international trade; increase global competitiveness of U.S. based companies by fostering relations with EXIM Bank, customs brokers, shipping agents; and offering training and resources to companies which assists them in growing their import-export business.6) Actively promote the FTZ program through various marketing opportunities, chambers of commerce and business associations by initiating and building relationships with key groups to utilize the FTZ as the "Hub of International Trade" in Hawaii.		

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Office of Aerospace Development	Office of Aerospace Development Operations	Develop R&D partnerships with federal/state agencies, universities and private industry; leverage Hawaii's scientific/technological assets and capabilities to enhance our State's competitiveness in national/global aerospace markets; promote Hawaii as site for international aerospace activities; facilitate innovative aerospace education and training programs to grow Hawaii's STEM workforce; recommend innovative strategies and policies to expand/diversify aerospace activities statewide.	BED128	HRS Ch. 201-71 to 73
Office of Aerospace Development	Pacific International Space Center for Exploration Systems (PISCES)	The Pacific International Space Center for Exploration Systems is leveraging Hawaii's Moon/Mars-like terrain, resident aerospace expertise, and ties with NASA and other international space agencies and research centers, to develop a world-class R&D center to develop, test, and apply innovative robotic, renewable energy, and other critical technologies essential to support future missions to space (but also with multiple community-based development applications on planet Earth).	BED128	HRS Chapters 201-76 to 79

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Office of Aerospace Development	Unmanned Aerial Systems	Hawaii, in partnership with Alaska and Oregon, submitted a tri-state proposal to establish the Pan-Pacific Unmanned Aerial Systems Test Range Complex and was designated by the Federal Aviation Administration as one of seven national test site operators, providing the tri-state team to organize and implement the Pan-Pacific Unmanned Aerial Systems Test Range Complex. To establish a Hawaii unmanned aerial systems test site chief operating officer position to serve on the Pan-Pacific Unmanned Aerial Systems Test Range Complex management team, establish a Hawaii unmanned aerial systems test site advisory board that will formulate an implementation plan and oversee test site development in the State, and appropriate funds for personnel and procurement costs associated with establishing the Hawaii unmanned aerial systems test site.	BED128	HRS Chapters 201-72.6 to 72.7

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Office of Aerospace Development	Challenger Center Hawaii (CCH)	The goal of CCH is to educate and inspire children to develop fundamental STEM skills while engaging in space exploration activities. As part of the Challenger Center for Space Science Education, CCH consistently delivers an exciting space simulation experience through which students are challenged to solve real-world problems as they explore the wonders of deep space. Teachers lead students in six to eight weeks of classroom preparation, culminating in the hands-on application of knowledge and critical thinking on Mission Day. The realistic missions — Return to the Moon and Rendezvous with Comet Halley — provide a rare forum for students to apply vital decision-making skills and learn the value of teamwork as they join forces to accomplish their collective objectives and complete mission tasks,	BED128	No Statutory Reference. The 2013 Legislative Budget added funds for the CCH

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Hawaii Green Infrastructure Authority	Administer the Hawaii green infrastructure loan program	Make loans and expend funds to finance the purchase or installation of green infrastructure equipment for clean energy technology, demand response technology, and energy use reduction and demand side management infrastructure, programs and services. Hold and invest monies in the green infrastructure special fund in investments permitted by law and in accordance with approved investment guidelines established in one or more orders issued by the PUC pursuant to section 269-K. Establish loan program guidelines to be approved by one or more orders issued by the PUC.	BED138	HRS Ch 196-A - J, HRS Ch 269-A -P, HRS Ch 269-5

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Hawaii State Energy Office	Statewide coordination of energy plans, resources, and activities	(1) Formulate plans, for the optimum development of Hawaii's energy resources; (2) Conduct systematic analysis of existing and proposed energy resource programs, and recommend programs that represent the most effective allocation of resources for the development of energy resources; (3) Formulate specific proposals, for conserving energy resources; (4) Assist public and private agencies in implementing energy conservation and efficiency programs, the development of indigenous energy resources; (5) Coordinate the State's energy programs with those of the federal government, and the political subdivisions of the State; (6) Develop programs to encourage private and public exploration, research, and development of indigenous energy resources;	BED120	HRS Ch 196-4; HRS Ch 201; HRS Ch 226-28

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
		<p>(7) Conduct public education programs to inform the public of the energy resources situation; (8) Identify geographic areas that are rich with renewable energy resource potential that can be developed in a cost-effective and environmentally benign manner and designate these areas as renewable energy zones;(9) Develop incentives, plans, and programs to encourage the development of renewable energy resource projects within the renewable energy zones;(10) Assist public and private agencies in identifying utility transmission projects or infrastructure required to accommodate and facilitate the development of renewable energy resources; (11) Identify specific transmission projects and infrastructure that are critical to the development of renewable energy resources; (12) Maintain the capacity to analyze the status of energy resources, systems, and markets, both in-state and those to which Hawaii is directly tied, in relation to the State's economy, and to recommend, develop proposals for, and assess the effectiveness of policy and regulatory decisions, and conduct energy emergency planning;</p>		

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Hawaii State Energy Office	Hawaii Clean Energy Initiative Program	Coordinate the State's transition to a clean energy economy, including designing, implementing and administering the following:(1) Strategic partnerships for research, development, testing, deployment and permitting of clean and renewable technologies.(2) Engineering and economic evaluations of Hawaii's potential for near-term project opportunities for the State's renewable energy resources.(3) Electric grid reliability and security projects.(4) A statewide clean energy public education and outreach plan.(5) Promotion of Hawaii's clean and renewable resources to potential partners and investors.(6) Plans to transition the State and assist each county in transitioning to a clean energy economy.	BED120	HRS Ch 196-10.5

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Hawaii State Energy Office	Planning for energy emergencies under petroleum shortage conditions	Develop and implement energy emergency preparedness / energy assurance plans; participate in preparedness exercises, hurricane scenarios, functional simulations with State Civil Defense; maintain readiness to provide ESF12 functions in the event of a disaster.	BED120	HRS Ch 125C & 128: HRS Ch 125C-22,23; HRS Ch 486J
Hawaii State Energy Office	Renewable energy facilitator	(1) Facilitate the efficient permitting of renewable energy projects.(2) Initiate the implementation of key renewable energy projects by permitting various efficiency improvement strategies.(3) Administer coordination for renewable energy projects.	BED120	HRS Ch 201-12.5

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Natural Energy Laboratory of Hawaii Authority	To develop and diversify the Hawaii economy by providing resources and facilities for energy and ocean-related research, education, and commercial activities in an environmentally sound and culturally sensitive manner. NELHA operates two distinct seawater delivery systems 24/7/365 for the benefit of over 40 private businesses. These businesses are the backbone of exported manufactured and aquacultural products in the state of Hawaii.	Manage, market and operate facilities at the Hawaii Ocean Science and Technology Park in Kailua-Kona.(1) Operate and maintain unique transmission and distribution systems for large volumes (approximately 2 tons per second) of deep and surface seawater.(2) Develop and lead the implementation of new alternative energy methods for the benefit of the State of Hawaii.(3) Identify, develop and implement revenue enhancement opportunities, which support NELHA objectives and its efforts to maintain financial self-sufficiency and sustainability.(4) Operate a water quality laboratory for an environmental monitoring program that samples groundwater, near shore water and offshore water.(5) Provide informational and educational material and lectures to school classes (K-12 and university level), professional associations, community groups, international visitor, legislator, and the general public.	BED146	HRS 227D

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Hawaii Housing Finance & Development Corporation	Increase and sustain the supply of workforce and affordable housing.	Increase supply of workforce and affordable housing in sustainable housing developments by facilitating housing construction and preservation by providing developers with tools and resources such as financing, land, and help with land use and zoning approvals. Strengthen communities and assist in growing a resilient middle class by assisting first-time homebuyers with mortgage financing and tax credits through participating lenders.	BED160	HRS 201H

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Hawaii Strategic Development Corporation	Promote economic development and diversification in Hawaii through a return driven investment program in partnership with private capital, in line with the objectives of the Hi Growth Initiative.	HSDC's core activities are to manage and grow its fund of funds investment program that supports economic development and diversification in Hawaii. The focus of the investment program will be to: 1) support the establishment of an entrepreneurial ecosystem that will provide mentoring, collaboration, and funding opportunities for Hawaii entrepreneurs to establish and scale their business ventures; 2) actively partner with the private sector to establish accelerato programs in target industry sectors; and 3) network Hawaii's high-growth businesses into the broader universe of mainland and international investment funds through its fund of funds investments.	BED145	HRS 211-F
Research and Economic Analysis Division	Compilation of basic data on and assessment of Hawaii's Economy for use by policy makers, business and the public	Quarterly Statistical & Economic Report, State of Hawaii Data Book, Monthly economic indicators, Monthly energy indicators, cooperation with the U.S. Census Bureau and dissemination of Census data, prepare short and long-range projections of population and economy.	BED130	HRS Ch 205

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Research and Economic Analysis Division	Research & Statistics for Growth Industries	Define and measure performance of emerging Industries. Provide annual information on technology industry and its workforce. Provide annual information on the Creative Industries and workforce. Track the status of innovation in Hawaii and impact on economy. Update and use input-output model to assess the relationships among and impact on the economy of emerging and growth industries in the economy.	BED130	HRS Ch 201-19(2) and (b)
Research and Economic Analysis Division	Self-Sufficiency	Define and measure a self-sufficiency income standard for Hawaii and report bi-annually.	BED130	Act 12 (2008) SLH HRS Ch 201-3(5)
Research and Economic Analysis Division	Energy Industry Information Reporting Program	Collect data and maintain a database on Hawaii's petroleum industry including imports, processing, distribution, and inventory by type of products	BED130	Act 152 (2010), HB 2631, HD2, SD2, CD1

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Business Development & Support Division	Support and build an innovation ecosystem that contributes to entrepreneurial high growth businesses and creates high wage jobs.	Increase the Value of Exports From Hawaii by: 1) Securing Small Business Administration grant for State Trade Export Program (STEP) for export training workshops, company financial assistance and participation in international trade shows in targeted Asia and domestic markets; 2) maintaining strategic sister state relationships to build global alliances and partnerships; 3) promoting and marketing Hawaii as a learning destination to increase the number of international students studying in Hawaii.	BED100	HRS Ch205
Business Development & Support Division	Support Innovation Clusters and Entrepreneur Development	Support Innovation Clusters and Entrepreneur Development by: 1) STEP grant participation at trade shows focused on the fashion, food and gift manufacturing, and bio-tech clusters; 2) attracting overseas students to study in Hawaii, 3) providing direct grant assistance to exporters of products and services.	BED100	HRS Ch205
Business Development & Support Division	Enterprise Zone Program(EZ)	Administer the state's business and job creation EZ program.	BED100	HRS Ch205

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Business Development & Support Division	Community Based Economic Development	Administer and provide grants to community based organizations to increase the employment and economic base of distressed and rural communities.	BED100	HRS Ch205
Business Development & Support Division	Community Based Micro-loan Program	Administer and provide micro-loans to community based businesses and organizations to increase the employment and economic base of distressed and rural communities.	BED100	HRS Ch205

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Land Use Commission	To preserve, protect, and encourage the development and preservation of lands in the State for those uses to which they are best suited in the interest of public health and welfare of the people of the State of Hawaii through the implementation of the State Land Use Law, Chapter 205, Hawaii Revised Statutes (HRS), as amended and to aid in the large scale planning process .	The program objectives of the Land Use Commission (LUC) are to process, review, and act on petitions for district boundary amendments which involve lands over 15 acres in the State Agricultural, Rural, and Urban Districts and all petitions seeking reclassification of lands in the Conservation District; review and act on applications for special permits in the Agricultural and Rural Districts which are over 15 acres; process motions and boundary interpretation request ; and maintain , update, and disseminate official State Land Use district maps and land use information. Pursuant to recently enacted legislation, the Commission has been tasked with identifying and mapping important agricultural lands in conjunction with private landowners and the counties. It is the Commissions goal to begin large scale identification and processing of the important agricultural land designation in conjunction with all counties in the upcoming biennium.	BED103	HRS Ch 205
High Technology Development Corporation	Facilitate the growth and development of the commercial high technology industry	Developing and/or operating incubation centers.	BED143	HRS Ch206M-2(a)(1)
High Technology Development Corporation	Facilitate the growth and development of the commercial high technology industry	Providing support and services in development of the high tech industry.	BED143	HRS Ch 206M-2(a)(2)

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
High Technology Development Corporation	Alternative Transportation Technologies	Projects in advanced transportation technologies & other federally funded projects	BED143	HRS Ch 206M-3(a)(15)
Hawaii Community Development Authority	<p>Planning and redevelopment of Community Development Districts (Kakaako, Kalaeloa and He'eia)</p> <p>This function will establish the preferred future use and communities located within the Kakaako, Kalaeloa and Heeia Community Development Districts.</p>	<p>Solicit, receive and review developer proposals for conformance to the Kakaako Mauka Plan & Rules/BED 150 KA, and the Kalaeloa Plan & Rules / BED 150KL.</p> <p>Establish, promulgate and administer He'eia Administrative Rules/BED 150KA.</p>	BED150	HRS §206E-1~22, §206E-31~33, §206E-191~199
Hawaii Community Development Authority	Provide the Kakaako District with needed qualified-income housing units and community/public facilities.	<p>Locate, purchase and develop in the Kakaako Community Development District mixed use qualified-income housing project/BED 150 KA.</p> <p>Establish, promulgate and administer a reserved housing program.</p> <p>Develop community/public facilities in all three community development districts.</p>	BED150	HRS §206E-1~22, §206E-31~33

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Hawaii Community Development Authority	Manage Infrastructure Improvement Projects in the Kalaeloa Community Development District.	Coordinate with Hawaiian Electric Company (HECO) to connect renewable energy facilities located to the east and west of Coral Seas Road with the HECO grid located in the northern regions of the KCDD/Revolving Funds/BED 150 KL.	BED150	HRS §206E-1~22, §206E-191~199
Hawaii Community Development Authority	Plan, design, and construct public facilities in the Kakaako Community Development District.	Plan and design public parking facility adjacent to the Medical School and Cancer Center in Kakaako Makai.	BED150	HRS §206E-1~22, §206E-31~33

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Office of Planning	Statewide Planning and Coordination	Gather, analyze, and provide information to the Governor to assist in the overall analysis and formulation of state policies and strategies; provide central cohesion in the allocation of resources and effectuation of state activities and programs; effectively address current and emerging issues and opportunities. Conduct statewide planning and coordination; represent the State before the Land Use Commission; administer the coastal zone management program and geographic information system program and administer the Brownfields Cleanup Revolving Loan Fund. Conduct climate adaptation planning and transit-oriented development planning and coordination. Serve as co-chair and provide staff to implement Act 130 SLH 2016 Hawaii Interagency Council on Transit-Oriented Development to coordinate activities among State agencies and the counties. Serve as chair and staff the temporary Special Action Team to develop recommendations to increase affordable rental housing under Act 127, SLH 2016.	BED144	HRS c. 225M and HRS c. 226

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Creative Industries Division	Advancing Hawaii's Creative Economy	1) Strengthen business opportunities for export of knowledge-based, creative industries products and services through strategic initiatives such as Creative Lab. 2) Act as advocate for Hawaii's creative clusters in the film, television, culture, arts, literary, design, music, digital, interactive media, game design, and animation sectors. 3) Position Hawaii as a node in the global creative economy through representation on national and international organizations such as Creative Economy Coalition (CEC), Economic Development, Entrepreneurial and Arts Advocacy organizations	BED 105	Hawaii Revised Statutes §201-14, 201-16; 235-17; 201-112; 201-113
Creative Industries Division	Entrepreneurial Development Programs	1) Expand Creative Lab initiative, supporting a pipeline of creative/tech entrepreneurial development. (feeds HSDC Accelerators). 2) Provide Creative Lab weekend workshops and bootcamps focused on early stage concepts/ideas-to-product / content development.	BED 105	Hawaii Revised Statutes §201-14, 201-16; 235-17; 201-112; 201-113
Creative Industries Division	Support Media Infrastructure Development	1) Complete CIP Phase II and III of Hawaii Film Studio Facility 2) Develop a secondary creative media/film studio complex based on recommendations in market analysis, site recommendation report (analysis to be completed FY15)	BED 105	Hawaii Revised Statutes §201-14, 201-16; 235-17; 201-112; 201-113

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Creative Industries Division	Strengthen State Film Program	1) Increase resources for Hawaii Film Office film industry programs and services. 2) Support statutory responsibilities of film permitting, tax credit and Hawaii Film Studio management, including e-permitting. 3) Amend existing Hawaii TV & Film Development Fund statute to rename and repurpose fund; repeal Hawaii TV & Film Board statute and provide mechanism to capture studio rental revenue to support ongoing R&M at facility and enhance film program operations support.	BED 105	Hawaii Revised Statutes §201-14; 235-17; 201-11, 201-112, 201-113
Creative Industries Division	Support HI Growth Industry Sector Development	1) Increase number of companies launched, supported and products exported through creative/tech entrepreneurial development programs. 2) Attract public/private sector investment to develop infrastructure and broadband connectivity for creative media/tech sectors.	BED 105	Hawaii Revised Statutes §201-14; 235-17; 201-11, 201-112, 201-113

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Creative Industries Division	Develop and Support Creative Collaboration Centers	1) Launch HIC3 Creative Collaboration Centers, support co-working ventures statewide, offering tools and technology to accelerate creative and knowledge-based industry cluster development in collaboration with HSDC, HCDA, GVS and HTDC. 2) Establish broadband giga hubs at these and other facilities, providing capacity for high speed collaboration, and distribution direct to web or broadcast networks.	BED 105	Hawaii Revised Statutes §201-14; 235-17; 201-11, 201-112, 201-113

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Hawaii Tourism Authority	Operations of the Hawaii Tourism Authority	<p>To maintain and improve transportation access and services to facilitate travel to, from and within Hawaii. To facilitate interaction among all stakeholders that improves the lines of communications and enhances greater understanding of roles, values and concerns. To honor and perpetuate the Hawaiian culture and community. To develop marketing programs that contribute to sustainable economic growth. To respect, enhance and perpetuate Hawaii's natural resources to ensure a high level of satisfaction for residents and visitors. To perform collaborative research and planning for use in the development of programs, policies and plans that will positively contribute to the State's economy, benefit the community and sustain Hawaii's resources. To achieve a safe Hawaii visitor experience. To provide a diverse and quality tourism product unique to Hawaii that enhances the Hawaii visitor experience and enriches residents' quality of life.</p>	BED113	HRS 201B

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
	Operations of the Hawaii Tourism Authority	(cont) To ensure a sufficient and highly-qualified workforce that is provided with meaningful careers and advancement opportunities.	BED113	HRS 201B
	Operations of the HTA Convention Center	To market Hawaii as a premier destination for conducting business, with Hawaii serving as the bridge to connect the world. To maintain the Hawaii Convention Center as a world-class facility for international and domestic conferences and meetings.	BED113	HRS 201B

Functions

<u>Division</u>	<u>Description of Function</u>	<u>Activities</u>	<u>Prog ID(s)</u>	<u>Statutory Reference</u>
Director's Office	Small Business Regulatory Review Board	The SBRRB was established on July 1, 1998 with the passage of the Small Business Regulatory Flexibility Act. The responsibilities of the SBRRB include: 1) Commentary on small business impact statements to the rule-drafting departments, 2) Identification and commentary on business impact of existing administrative rules, 3) Recommendations to the Governor's Office, Departments or the Legislature regarding the need for an administrative rule or legislative change, 4) Recommendations to the Mayors or County Councils regarding County rules, and 5) Review of small business petitions and complaints on business impact.	BED142	HRS 201M
	Hawaii Broadband Initiative	The Hawaii Broadband Initiative is a public-private partnership that will plan for the deployment of a broadband network resulting in increased broadband capacity for the State.	BED142	Act 143, SLH 2015

Department of Business, Economic Development and Tourism
Department-Wide Totals

Table 2

Fiscal Year 2017				
Act 124/16 Appropriation	Restriction	Emergency Appropriations	Total FY17	MOF
\$ 13,543,802	\$ (412,500)		\$ 13,131,302	A
\$ 214,159,749			\$ 214,159,749	B
\$ 5,653,278			\$ 5,653,278	N
\$ 962,987			\$ 962,987	P
\$ 22,535,443			\$ 22,535,443	W
\$ 88,000,000			\$ 88,000,000	T
\$ 344,855,259	\$ (412,500)	\$ -	\$ 344,442,759	Total
Fiscal Year 2018				
Act 124/16 Appropriation	Reductions	Additions	Total FY18	MOF
\$ 13,543,802	\$ (3,547,517)	\$ 12,128,572	\$ 22,124,857	A
\$ 214,159,749	\$ (50,785,000)	\$ 71,785,669	\$ 235,160,418	B
\$ 5,653,278	\$ (203,278)	\$ 35,688	\$ 5,485,688	N
\$ 962,987		\$ 3,901,726	\$ 4,864,713	P
\$ 22,535,443	\$ (1,286,895)	\$ 10,783,252	\$ 32,031,800	W
\$ 88,000,000	\$ (88,000,000)	\$ 200,000	\$ 200,000	T
\$ 344,855,259	\$ (143,822,690)	\$ 98,834,907	\$ 299,867,476	Total
Fiscal Year 2019				
Act 124/16 Appropriation	Reductions	Additions	Total FY19	MOF
\$ 13,543,802	\$ (3,547,517)	\$ 2,290,028	\$ 12,286,313	A
\$ 214,159,749	\$ (50,785,000)	\$ 21,937,669	\$ 185,312,418	B
\$ 5,653,278	\$ (203,278)	\$ 35,688	\$ 5,485,688	N
\$ 962,987		\$ 3,001,726	\$ 3,964,713	P
\$ 22,535,443	\$ (1,286,895)	\$ 737,252	\$ 21,985,800	W

Department of Business, Economic Development and Tourism
Department-Wide Totals

Table 2

\$ 88,000,000	\$ (88,000,000)	\$ 200,000	\$ 200,000	T
\$ 344,855,259	\$ (143,822,690)	\$ 28,202,363	\$ 229,234,932	Total

Department of Business, Economic Development and Tourism
Program ID Totals

Table 3

Prog ID	Program Title	MOF	As budgeted in Act 124/16 (FY17)			Governor's Submittal (FY18)				Governor's Submittal (FY19)			
			Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$	Percent Change of \$\$\$\$	Pos (P)	Pos (T)	\$\$\$	Percent Change of \$\$\$\$
BED100/SM	Business Development & Support Div	A	10.00	-	1,371,350	10.00	-	1,465,466	6.9%	10.00	-	1,465,466	6.9%
BED100/SM	Business Development & Support Div	N	-	-	-	-	-	-	#DIV/0!	-	-	-	#DIV/0!
BED100/SM	Business Development & Support Div	P	-	-	-	-	-	700,000	#DIV/0!	-	-	-	#DIV/0!
BED100/SM	Business Development & Support Div	W	-	-	1,821,915	-	-	1,821,915	0.0%	-	-	1,821,915	0.0%
BED103/DA	Land Use Commission	A	6.00	-	594,586	7.00	-	629,530	5.9%	7.00	-	654,916	10.1%
BED105/CI	Creative Industries Division	A	11.00	-	1,309,851	11.00	-	1,327,374	1.3%	11.00	-	1,327,374	1.3%
BED105/CI	Creative Industries Division	B	-	-	30,000	-	-	30,000	0.0%	0	-	30,000	0.0%
BED105/CI	Creative Industries Division	P	-	-	-	-	-	200,000	#DIV/0!	-	-	-	#DIV/0!
BED107/BA	Foreign Trade Zone	B	17.00	-	2,156,516	17.00	-	2,628,556	21.9%	17.00	-	2,628,556	21.9%
BED113/TO	Hawaii Tourism Authority	B	5.00	24.90	87,298,081	5.00	24.90	87,334,815	0.0%	5.00	24.90	87,334,815	0.0%
BED113/XC	HTA Convention Center	B	-	2.10	54,028,970	-	2.10	54,034,480	0.0%	-	2.10	54,034,480	0.0%
BED120/SI	Hawaii State Energy Office	A	-	-	1,200,000	-	-	-	-100.0%	-	-	-	-100.0%
BED120/SI	Hawaii State Energy Office	B	2.00	31.00	55,415,779	5.00	30.00	25,851,247	-53.4%	5.00	30.00	25,963,247	-53.1%
BED120/SI	Hawaii State Energy Office	T	-	-	-	-	-	200,000	#DIV/0!	-	-	200,000	#DIV/0!
BED128/OA	Office of Aerospace	A	-	2.00	1,174,976	1.00	2.00	979,755	-16.6%	1.00	2.00	1,029,755	-12.4%
BED130/FA	Research & Eco. Analysis Div.	A	13.00	0.96	1,274,483	14.00	0.96	1,223,368	-4.0%	14.00	0.96	1,251,952	-1.8%
BED138/GI	Hawaii Green Infrastructure Auth.	B	-	5.00	1,000,000	-	5.00	51,000,000	5000.0%	-	5.00	1,000,000	0.0%
BED142/AA	Departmental Administration	A	25.00	1.00	2,439,764	25.00	1.00	2,195,222	-10.0%	25.00	1.00	2,195,222	-10.0%
BED143/TE	High Tech Development Corp.	A	1.50	3.75	1,425,881	1.50	3.75	1,085,439	-23.9%	1.50	3.75	1,085,439	-23.9%
BED143/TE	High Tech Development Corp.	B	1.50	5.25	3,805,488	1.50	6.25	3,858,345	1.4%	1.50	6.25	3,898,345	2.4%
BED143/TE	High Tech Development Corp.	P	-	9.00	962,987	-	9.00	964,713	0.2%	-	9.00	964,713	0.2%
BED143/TE	High Tech Development Corp.	W	-	-	1,500,000	-	-	1,500,000	0.0%	-	-	1,500,000	0.0%
BED144/PL	Office of Planning	A	12.00	1.00	1,168,540	13.00	2.00	1,321,276	13.1%	13.00	2.00	1,378,762	18.0%
BED144/PL	Office of Planning	N	-	1.00	353,278	-	1.00	150,000	-57.5%	-	1.00	150,000	-57.5%
BED144/PL	Office of Planning	W	-	-	2,000,000	-	-	2,000,000	0.0%	-	-	2,000,000	0.0%
BED144/PZ	Coastal Zone Management	A	1.00	-	234,371	1.00	-	234,371	0.0%	1.00	-	234,371	0.0%
BED144/PZ	Coastal Zone Management	N	5.00	5.00	2,200,000	5.00	5.00	2,235,688	1.6%	5.00	5.00	2,235,688	1.6%
BED145/VC	Hawaii Strategic Dev. Corp.	A	-	-	1,000,000	-	2.00	10,188,056	918.8%	-	2.00	188,056	-81.2%
BED145/VC	Hawaii Strategic Dev. Corp.	B	-	-	2,608,516	-	-	2,608,516	0.0%	-	-	2,608,516	0.0%
BED145/VC	Hawaii Strategic Dev. Corp.	W	-	2.00	5,314,406	-	-	14,034,406	164.1%	-	-	4,034,406	-24.1%
BED146/EL	Natural Energy Lab of Hawaii Auth.	B	-	22.00	7,816,399	-	22.00	7,814,459	0.0%	-	22.00	7,814,459	0.0%
BED150/KA	Hawaii Community Dev. Authority	A	-	-	-	19.00	-	1,450,000	#DIV/0!	19.00	-	1,450,000	#DIV/0!
BED150/KA	Hawaii Community Dev. Authority	W	2.00	-	776,005	2.00	-	1,018,260	31.2%	2.00	-	1,018,260	31.2%
BED150/KL	HCDK-Kalaeloa Community Dev. Auth.	W	-	2.00	433,700	-	2.00	509,458	17.5%	-	2.00	509,458	17.5%
BED160/HA	HHFDC-Administration	A	-	-	350,000	-	-	25,000	-92.9%	-	-	25,000	-92.9%
BED160/HA	HHFDC-Administration	W	23.00	17.00	6,414,647	23.00	17.00	6,678,698	4.1%	23.00	17.00	6,624,698	3.3%
BED160/HD	HHFDC-Economic Development	W	4.00	13.00	2,134,298	4.00	13.00	2,227,150	4.4%	4.00	13.00	2,227,150	4.4%

Department of Business, Economic Development and Tourism
 Program ID Totals

Table 3

Prog ID	Program Title	MOF	As budgeted in Act 124/16 (FY17)			Governor's Submittal (FY18)				Governor's Submittal (FY19)			
			Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$	Percent Change of \$\$\$\$	Pos (P)	Pos (T)	\$\$\$	Percent Change of \$\$\$\$
BED160/HF	HHFDC-Housing Finance	N	4.00	12.00	3,100,000	4.00	12.00	3,100,000	0.0%	4.00	12.00	3,100,000	0.0%
BED160/HF	HHFDC-Housing Finance	P	-	-	-	-	-	3,000,000	#DIV/0!	-	-	3,000,000	#DIV/0!
BED160/HF	HHFDC-Housing Finance	T	-	-	88,000,000	-	-	-	-100.0%	-	-	-	-100.0%
BED160/HF	HHFDC-Housing Finance	W	-	-	2,140,472	-	-	2,241,913	4.7%	-	-	2,249,913	5.1%

Department of Business, Economic Development and Tourism

Budget Decisions

Prog ID	Sub-Org	Description of Request	MOF	Initial Department Requests						Budget and Finance Recommendations						Governor's Decisions					
				FY18			FY19			FY18			FY19			FY18			FY19		
				Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$
BED142/AA	Director/ ASO	Request HBI Coordinator position & related funding	A	-	1.00	40,000	-	1.00	80,000	-	-	0	-	-	0	-	-	0	-	-	0
BED144/PL	Office of Planning	Add one Planner V Position & Funds for Special Action Team	A		1.00	27,618		1.00	55,236		1.00	27,618		1.00	55,236		1.00	27,618		1.00	55,236
BED144/PL	Office of Planning	Add TOD Planner VI Position and Funding	A	1.00		29,868	1.00		59,736	1.00		29,868	1.00		59,736	1.00		29,868	1.00		59,736
BED142/AA	Departmental Administration	Restoration of one Mgt Analyst V Position & Related Funding	A	1.00		31,500	1.00		63,000	-		0	-		0	-		0	-		0
BED105/CI	Creative Industries Division	Accountant SR26	A	-	1.00	30,912	-	1.00	61,824	-	-	0	-	-	0	-	-	0	-	-	0
BED143/TE	Land Use Commission	Planner IV Position SR22	A	1.00		25,386	1.00		50,772	1.00		25,386	1.00		50,772	1.00		25,386	1.00		50,772
BED128/OA	Office of Aerospace Dev.	OAD Director	A	1.00		50,000	1.00		100,000	-		0	-		0	1.00		50,000	1.00		100,000
BED130/FA	Research & Eco. Analysis Div.	Economist VI Position	A	1.00		29,868	1.00		59,736	1.00		28,584	1.00		57,168	1.00		28,584	1.00		57,168
BED142/AA	Director/ ASO	SBRRB Admin Assistant	A	1.00		14,000	1.00		28,000	-		0	-		0	-		0	-		0
BED143/TE	High Tech Development Corp.	Add 0.50FTE-COO/Industry Info Specialist pos. & funding (Change to B Fund)	B		0.50	23,750		0.50	47,500		0.50	23,750		0.50	47,500		0.50	23,750		0.50	47,500
BED143/TE	High Tech Development Corp.	Add 0.50FTE-Special Projects Coordinator pos. & funding (Change to B Fund)	B		0.50	16,250		0.50	32,500		0.50	16,250		0.50	32,500		0.50	16,250		0.50	32,500
BED138/GI	Hawaii Green Infrastructure Auth.	Add 0.49 HGIA Accountant position	B	-	0.49	0	-	0.49	0	-	-	0	-	-	0	-	-	0	-	-	0
BED120/SI	Hawaii State Energy Office	Request Energy Analyst position and funding	B		1.00	48,000		1.00	96,000		1.00	48,000		1.00	96,000		1.00	48,000		1.00	96,000
BED120/SI	Hawaii State Energy Office	Request Analyst position and funding for Analytical Model	B		1.00	64,000		1.00	128,000		1.00	64,000		1.00	128,000		1.00	64,000		1.00	128,000
BED144/PL	Office of Planning	Add one Accountant IV Position and Funds	A	1.00		27,618	1.00		55,236	-		0	-		0	-		0	-		0
BED144/PL	Office of Planning	Add one Accountant Clerk IV Position and Funds	A	1.00		16,230	1.00		32,460	-		0	-		0	-		0	-		0
BED105/CI	Creative Industries Division	Admin Assistant SR22	A	1.00		23,466	1.00		46,932	-		0	-		0	-		0	-		0

Department of Business, Economic Development and Tourism

Budget Decisions

Prog ID	Sub-Org	Description of Request	MOF	Initial Department Requests						Budget and Finance Recommendations						Governor's Decisions					
				FY18			FY19			FY18			FY19			FY18			FY19		
BED105/CI	Creative Industries Division	Secretary II Film Branch	A	1.00		17,130	1.00		34,260	-		0	-		0	-		0	-		0
BED128/OA	Office of Aerospace Dev.	Request adding one Business Develop Officer position and funding	A	1.00		40,000	1.00		80,000	-		0	-		0	-		0	-		0
BED120/SI	Hawaii State Energy Office	Renew Tax Credit Implementation Funds A202	A			250,000			250,000			0			0			0			0
BED145/VC	Hawaii Strategic Dev. Corp.	HI Growth Initiative Funding Request (One Year Only)	A			10,000,000			10,000,000			10,000,000			0			10,000,000			0
BED145/VC	Hawaii Strategic Dev. Corp.	HI Growth Initiative Funding Request (One Year Only)	W			10,000,000			20,000,000			10,000,000			0			10,000,000			0
BED142/AA	Director/ ASO	Additional Funding for Broadband	A			100,000			100,000			0			0			0			0
BED100/SM	Busines Dev. & Support Div.	International Student Attraction	A			75,000			75,000			75,000			75,000			75,000			75,000
BED120/SI	Hawaii State Energy Office	Develop Renewable Geothermal Energy Sources Funding	A			500,000			500,000			0			0			0			0
BED100/SM	Busines Dev. & Support Div.	CBED Funding Infusion	B			150,000			150,000			0			0			0			0
BED128/OA	Office of Aerospace Dev.	PISCES Program Increases	A			500,000			500,000			0			0			0			0
BED128/OA	Office of Aerospace Dev.	Unmanned Aerial Systems	A			150,000			150,000			0			0			0			0
BED142/AA	Director/ ASO	SBRRB Additional Funds for Support	A			25,000			25,000			0			0			0			0
BED144/PL	Office of Planning	Additional Funding for Special Action Team	A			44,764			44,764			44,764			44,764			44,764			44,764
BED144/PL	Office of Planning	Funding for Hawaii Interagency Council for TOD Support	A			25,000			25,000			25,000			25,000			25,000			25,000
BED160/HD	HHFDC - Economic Development	OCE Funding for TOD Council Support	A			25,000			25,000			25,000			25,000			25,000			25,000
BED105/CI	Creative Industries Division	Film Branch Marketing Funds	A			50,000			50,000			0			0			0			0
BED143/TE	High Tech Development Corp.	Funding for Alternative Energy Research and Development program	A			1,000,000			0			0			0			0			0

Department of Business, Economic Development and Tourism

Table 4

Budget Decisions

Prog ID	Sub-Org	Description of Request	MOF	Initial Department Requests				Budget and Finance Recommendations				Governor's Decisions			
				FY18	FY19	FY18	FY19	FY18	FY19	FY18	FY19				
BED143/TE	High Tech Development Corp.	Funding for Alternative Energy Research and Development program	W	1,000,000	0	0	0	0	0	0	0	0	0		
BED100/SM	Busines Dev. & Support Div.	Beijing and Taipei Offices	A	85,000	85,000	0	0	0	0	0	0	0	0		
BED143/TE	Land Use Commission	Travel Shortfall Funding	A	30,500	30,500	0	0	0	0	0	0	0	0		
BED142/AA	Departmental Administration	Vacation Payout	A	295,517	295,517	0	0	0	0	0	0	0	0		
BED138/GI	Hawaii Green Infrastrcture Auth.	Increase Ceiling S-395	B	90,000,000	90,000,000	0	0	0	0	0	0	0	0		
BED120/SI	Hawaii State Energy Office	Increase Ceiling for Bond Repayment Fund	B	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000		
BED160/HD	HHFDC - Economic Development	Request Additional Funding for Housing Development	W	57,000	57,000	57,000	57,000	57,000	57,000	57,000	57,000	57,000	57,000		
BED120/SI	Hawaii State Energy Office	Volkswagen Settlement Administrative Expenses	T	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000		
BED100/SM	Busines Dev. & Support Div.	Federal Grant Ceiling	P	700,000	0	700,000	0	700,000	0	700,000	0	700,000	0		
BED105/CI	Creative Industries	Request ceiling for New Federal Grant	P	200,000	0	200,000	0	200,000	0	200,000	0	200,000	0		
BED107/BA	Foreign Trade Zone	Convert Warehouse Worker to Supervisor Position	B	8,000	8,000	0	0	0	0	0	0	0	0		
BED107/BA	Foreign Trade Zone	Operational Funds for Mnt, A/C, Security	B	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000		
BED107/BA	Foreign Trade Zone	Loan Repayment	B	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000		
BED145/VC	Hawaii Strategic Dev. Corp.	Transfer of Funds from Other Current Expense to Personal Services	W	0	0	0	0	0	0	0	0	0	0		
BED160/HF	HHFDC - Housing Finance	National Housing Trust Fund Fed Grant Ceiling Increase	P	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000		
BED160/HF	HHFDC - Housing Finance	Eliminate RHTF - Replaced by Revolving Fund	T	-38,000,000	-38,000,000	-38,000,000	-38,000,000	-38,000,000	-38,000,000	-38,000,000	-38,000,000	-38,000,000	-38,000,000		
BED160/HF	HHFDC - Housing Finance	Request Additional Funding for Other Current Expenses	W	78,000	86,000	78,000	86,000	78,000	86,000	78,000	86,000	78,000	86,000		

Department of Business, Economic Development and Tourism

Table 4

Budget Decisions

Prog ID	Sub-Org	Description of Request	MOF	Initial Department Requests						Budget and Finance Recommendations						Governor's Decisions					
				FY18			FY19			FY18			FY19			FY18			FY19		
BED160/HA	HHFDC - Housing Administration	Request funds for Land & Building Rent and Other Increases	W			108,000			148,000			108,000			148,000			108,000			148,000
BED160/HA	HHFDC - Administration	New Telephone System - HHFDC Administration	W			94,000			0			94,000			0			94,000			0
BED150/KA	Hawaii Community Dev. Auth.	Increase Other Current Expense for Kakaako	W			154,360			154,360			154,360			154,360			154,360			154,360
BED150/KA	Hawaii Community Dev. Auth.	Increase Personal Services Ceiling for Fringe Benefit Costs	W			81,000			81,000			81,000			81,000			81,000			81,000
BED150/KL	HCDA - Kalaeloa Community Dev. Authority	Increase Personal Service Expense to Cover Fringe Benefit Costs	W			73,000			73,000			73,000			73,000			73,000			73,000
BED120/SI	Hawaii State Energy Office	Position Ceiling Corrections	B	3.00	(3.00)	0	3.00	(3.00)	0	3.00	(3.00)	0	3.00	(3.00)	0	3.00	(3.00)	0	3.00	(3.00)	0
BED120/SI	Hawaii State Energy Office	Request Elimination of Renewable Energy Facility Siting Special Fund	B			-750,000			-750,000			-750,000			-750,000			-750,000			-750,000
BED120/SI	Hawaii State Energy Office	Transfer Special Funds to GEMs	B			-50,000,000			-50,000,000			-50,000,000			-50,000,000			-50,000,000			-50,000,000
BED138/GI	Hawaii Green Infrastructure Auth.	Transfer Special Funds from SEO	B			50,000,000			50,000,000			0			0			50,000,000			0
BED160/HD	HHFDC - Economic Development	Correct Legislative Errors in FTE	W	-		0	-		0	-		0	-		0	-		0	-		0
BED160/HA	HHFDC - Administration	Add One Executive Assistant	W		1.00	97,200		1.00	194,400		-	0		-	0		-	0		-	0
BED150/KA	Hawaii Community Dev. Auth.	Convert 19 FTE CIP gen. funded pos. to operating budget funds for HCDA	A			0			0	19.00		1,450,000	19.00		1,450,000	19.00		1,450,000	19.00		1,450,000
BED145/VC	Hawaii Strategic Dev. Corp.	Convert 2 Temp Positions from Revolving to General Funds	W		(2.00)	0		(2.00)	0		(2.00)	-280,000		(2.00)	-280,000		(2.00)	-286,895		(2.00)	-286,895
BED145/VC	Hawaii Strategic Dev. Corp.	Convert 2 Temp Positions from Revolving to General Funds	A		2.00	0		2.00	0		2.00	188,056		2.00	188,056		2.00	188,056		2.00	188,056

Department of Business, Economic Development and Tourism
Proposed Budget Reductions

Table 5

Prog ID	Sub- Org	Description of Reduction	Impact of Reduction	MOF	FY18			FY19			FY17 Restric- tion (Y/N)
					Pos (P)	Pos (T)	\$\$\$\$	Pos (P)	Pos (T)	\$\$\$\$	
BED145/VC		Convert 2 Temp Positions from Revolving to General Fund	Transfer from Revolving to General Fund, includes reduction of fringe benefit cost associated with staffing	W		(2.00)	\$ (286,895)	0	(2.00)	\$ (286,895)	N
BED120/SI		Request elimination of the Renewable Energy Facility Siting Special Fund	The special fund ceiling never utilized	B			\$ (750,000)			(750,000)	N
BED160/HF		Eliminate Revolving Housing Trust Fund	Revolving Housing Trust Fund replaced by Revolving Fund	T			\$ (38,000,000)			(38,000,000)	N
BED120/SI		Transfer Special Fund Ceiling to GEMS	No impact, just a transfer from SEO to GEMS	B			\$ (50,000,000)			(50,000,000)	N

Department of Business, Economic Development and Tourism
Proposed Budget Additions

Table 6

Prog ID	Sub- Org	Addi- tion Type	Prog ID Prior- ity	Dept- Wide Prior- ity	Description of Addition	Justification	MOF	FY18			FY19		
								Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$
BED145/VC			1	1	HI Growth Initiative Funding Request (One Year Only)	HSDC's HI Growth Initiative has successfully demonstrated the ability to catalyze private investment and economic activity in sectors that diversify Hawaii's economy and provide high wage job opportunities for the people of Hawaii. This program was only partially funded in 2013 and received a small appropriation in 2016. Most of the program funding has come from a one time Federal grant that is no longer available. Without a new infusion of money for the HI Growth Initiative, the state's ability to support entrepreneurial development, commercialization and access to startup capital will be severely limited.	A			10,000,000			0
BED145/VC			2	1	HI Growth Initiative Funding Request (One Year Only)	HSDC's HI Growth Initiative has successfully demonstrated the ability to catalyze private investment and economic activity in sectors that diversify Hawaii's economy and provide high wage job opportunities for the people of Hawaii. This program was only partially funded in 2013 and received a small appropriation in 2016. Most of the program funding has come from a one time Federal grant that is no longer available. Without a new infusion of money for the HI Growth Initiative, the state's ability to support entrepreneurial development, commercialization and access to startup capital will be severely limited.	W			10,000,000			0
BED144/PL			1	2	Add one Planner V Position and Funds for Special Action Team	This request is to continue funding for the Planner V position to support the Special Action Team for Affordable Rental Housing and address the provisions of Act 127 SLH 2016 which require reports to the Legislature by 2019. Act 127 SLH 2016 provided the Planner position and funding for a one year period. The Planner V position and funding will end on June 30, 2017 if this request is not approved. The Special Action Team is required to: 1. submit recommendations to the Governor and Legislature on actions to achieve the affordable rental housing goal, 2. establish performance measures and timelines, 3. make recommendations to reconcile diverse public interests, and 4. develop a ten year plan that identifies lands suitable for affordable housing units by Dec. 31, 2019. Continuation of the position and funding is necessary to complete these tasks and to follow through on the recommendations submitted to the Legislature.	A		1.00	27,618		1.00	55,236
BED144/PL			2	3	Add TOD Planner VI Position and Funding	This request is to add 1 FTE General Fund, permanent Planner VI Position to OP to carry out Act 130 SLH 2016 which designates OP as the lead agency for TOD planning in the State and establishes the Hawaii Interagency Council for Transit-Oriented Development. OP formerly had this position. However, it was inadvertently cut during the 2016 session. The position is necessary to coordinate and facilitate state agency TOD planning and facilitate consultation and collaboration between the State and counties on TOD initiatives with emphasis on mixed use and affordable and rental housing projects. The State is the largest landowner within a 1/2 mile radius of proposed rail stations. Integrated and coordinated planning is needed for these State-owned parcels. Also other counties are examining the use of TOD and state agencies holding land on the Neighbor Islands will require coordination and assistance. The Planner VI position is necessary to carry out this work.	A	1.00		29,868	1.00		59,736

Department of Business, Economic Development and Tourism
Proposed Budget Additions

Table 6

<u>Prog ID</u>	<u>Sub- Org</u>	<u>Addi- tion Type</u>	<u>Prog ID Prior- ity</u>	<u>Dept- Wide Prior- ity</u>	<u>Description of Addition</u>	<u>Justification</u>	<u>MOF</u>	<u>Pos (P)</u>	<u>Pos (T)</u>	<u>\$\$\$</u>	<u>Pos (P)</u>	<u>Pos (T)</u>	<u>\$\$\$</u>
BED103/DA			1	4	Planner IV Position SR22	The Planner IV position is required to ensure compliance with LUC decisions and orders. Currently we do not have the staff necessary to review annual reports and investigate whether or not developers have complied with conditions and infrastructure/public improvement requirements.	A	1.00		25,386	1.00		50,772
BED128/OA			1	5	OAD Director	Act 149 empowered the Director to oversee, supervise, and direct the planning, evaluation, and coordination of space-related activities and identify and promote opportunities for expanding and diversifying aerospace-related industries in the state, initiate discussions for private and international involvement in space-related activities in the state, establish partnerships with various entities that can promote and enhance the state's aerospace industry, and do all other things necessary to carry out the purpose of Act 149. The newly created Director position will upgrade the level and quality of effort to implement the purpose of Act 149 including an expansion of various aerospace related economic opportunities for the state. This will supplement the existing two person staff of a Research and Development Coordinator and a Research Associate.	A	1.00		50,000	1.00		100,000
BED130/FA			1	6	Economist VI Position	With the increase in demand on economic research from the legislature, other government agencies, and private organizations, we are requesting to restore an economist position we lost in FY 2013. Currently, we have to contract our studies to outside research firms since we don't have enough economist to conduct the study in house. With the position, we will keep the economic studies and data gathering in house. This will increase the quantity, quality, and efficiency of economic research and ensures the consistency of research methodology and data consistency.	A	1.00		28,584	1.00		57,168
BED143/TE			2	7	Add 0.50 FTE - COO/Industry Info Specialist position and funding (Change to B Fund)	This position would oversee the day-to-day operations of HTDC and be in-charge of managing existing programs and projects. The Executive Director will then be able to pursue strategic partnerships and develop new program opportunities that align with HTDC's longer term goal of creating 80,000 new tech and innovation jobs that are making \$80,000 or more per year by 2030 (80/80 plan). The 2016 Legislature approved Act 159 for \$1 million to support renewable energy research development projects, Act 215 for \$2 million to fund the manufacturing development program and Act 216 for \$2 million to fund Small Business Innovation Research phase II and III projects. The Executive Director will need added time to oversee the establishment of administrative rules and implementation of the programs. HTDC is the State's lead organization as the Technology Based Economic Development driver for the State, having functions which includes retention, expansion, and startup company creation. The restoration of the position is critical in supporting HTDC's efforts to grow and diversify Hawaii's tech economy.	B		0.50	23,750		0.50	47,500

Department of Business, Economic Development and Tourism
Proposed Budget Additions

Table 6

Prog ID	Sub- Org	Addi- tion Type	Prog ID Prior- ity	Dept- Wide Prior- ity	Description of Addition	Justification	MOF	Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$
BED143/TE			3	8	Add 0.50 FTE - Special Projects Coordinator position and funding (Change to B Fund)	The incubator programs at the Manoa Innovation Center and Maui Research and Technology Center have suffered, especially MRTC. HTDC is the State's lead organization as the Technology Based Economic Development driver for the State having functions which includes retention, expansion, and startup company creation. The restoration of the position is critical in supporting HTDC's efforts to grow and diversify Hawaii's tech economy. The 2016 Legislature appropriated funding to HTDC for the 1) \$2 million Hawaii Small Business Innovation Research Phase II & III grant program, 2) \$2 million Manufacturing Development Program and 3) \$1 million Alternate Energy Research and Development Revolving Fund. The restoration of the position is critical to effectively implement and execute the grant programs.	B		0.50	16,250		0.50	32,500
BED120/SI			1	9	Request Energy Analyst position and funding	The Clean Energy Solutions Branch needs this position to adequately support future energy planning in Hawaii to: design or manage the design of data analytic programs and visualization programs, meeting with key energy data stakeholders, working with Energy System Planning branch on complex modeling of energy ecosystems, and further collaboration among stakeholders on visualization and communication of energy ecosystems.	B		1.00	48,000		1.00	96,000
BED120/SI			2	10	Request Analyst position and funding for Analytical Model	HSEO is currently not able to fully engage in the PUC dockets that relate to the procurement of energy resources. At this point, HSEO is stretched to materially develop the analytical tools and support for regulatory cases and /or applications and for federal or other external funding such as the Volkswagen settlement. Need this position to focus on these issues and the development of a new collaborative planning paradigm that is supported by a comprehensive analytical framework and model that incorporates the entire energy eco-systems.	B		1.00	64,000		1.00	128,000
BED100/SM			1	11	International Student Attraction	Overseas study, especially in the Asia-Pacific Region is strong and growing. International students studying in Hawaii make a significant contribution to our economy. In the 2015/16 school year, this industry had a \$659 million impact to Hawaii's economy, generating \$43 million in state taxes and supporting 7,600 jobs. While the rest of the US is experiencing strong growth in attracting overseas students, Hawaii is lagging, although improving since DBEDT actively began promoting the industry sector. In a recent DBEDT study, the growth of the industry from 2014/15 and 2015/16 showed an increase of slightly over 2,000 more students. The market is dominated by Chinese students who want to study in the US, and this market—along with Japan, Korea-- will be the focus of our promotional, marketing & recruitment strategy. Funds will be used for the trade shows and conferences; website and marketing; and promotional activities with the Study Hawaii Consortium of Hawaii schools consisting of 30 schools dedicated to increase its enrollment of international students. Target for biennium would be to increase international students by 300 students resulting in \$1.05 million in new state taxes and support an additional 187 jobs. The \$75K will be used for collateral materials and website in Japanese, Chinese and Korean; 3 missions to promote Hawaii as a place to study.	A			75,000			75,000

Department of Business, Economic Development and Tourism
Proposed Budget Additions

Table 6

<u>Prog ID</u>	<u>Sub- Org</u>	<u>Addi- tion Type</u>	<u>Prog ID Prior- ity</u>	<u>Dept- Wide Prior- ity</u>	<u>Description of Addition</u>	<u>Justification</u>	<u>MOF</u>	<u>Pos (P)</u>	<u>Pos (T)</u>	<u>\$\$\$</u>	<u>Pos (P)</u>	<u>Pos (T)</u>	<u>\$\$\$</u>
BED144/PL			3	12	Additional Funding for Special Action Team	This request is to continue funding for administration and operational support for the Special Action Team for Affordable Rental Housing. Act 127, SLH 2016 establishes a goal for affordable rental housing, specifically, to have 22,500 affordable rental units statewide, ready for occupancy, between January 1, 2017 and December 31, 2026. The provisions of Act 127 SLH 2016 require the Special Action Team to submit reports to the Legislature by 2019. Act 127 SLH 2016 provided administration and operational funds for a one year period. Continuation of this funding to support the Special Action Team is needed. The Special Action Team is required to: 1. submit recommendations to the Governor and Legislature on actions to achieve the affordable rental housing goal, 2. establish performance measures and timelines, 3. make recommendations to reconcile diverse public interests, and 4. develop a ten year plan that identifies lands suitable for affordable housing units by Dec. 31, 2019. As set forth in Act 127, SLH 2016, the affordable rental housing goal is to have 22,500 affordable rental units statewide, ready for rent, between January 1, 2017 and December 31, 2026	A			44,764			44,764
BED144/PL			4	13	Funding for Hawaii Interagency Council for TOD Support	This request is to continue funding for operational support for the Hawaii Interagency Council for TOD. The purpose of the Council is to coordinate and facilitate state agency TOD planning and facilitate consultation and coordination between the State and the counties on TOD initiatives. Act 130, SLH 2016 provided funds to support the TOD Council for a one year period. Continuation of this funding to support the 24 member TOD Council is needed for travel to meetings, supplies, copying, equipment, etc.	A			25,000			25,000
BED160/HD			2	14	OCE Funding for TOD Council Support	This request is to continue funding for operational support for the Hawaii Interagency Council for TOD. The purpose of the Council is to coordinate and facilitate state agency TOD planning and facilitate consultation and coordination between the State and the counties on TOD initiatives. Act 130, SLH 2016 provided funds to support the TOD Council for a one year period. Continuation of this funding to support the 24 member TOD Council is needed for travel to meetings, supplies, copying, equipment, etc.	A			25,000			25,000
BED138/GI			1	15	Transfer Special Funds from SEO	This request is to transfer the Special Fund ceiling to GEMS for its lending program from the State Energy Office BED120/SI.	B			50,000,000			0
BED120/SI			3	16	Increase Ceiling for Bond Repayment Fund	The increase in the bond repayment fund ceiling is required by the bond indenture agreement.	B			21,000,000			21,000,000
BED160/HD			3	17	Request Additional Funding for Housing Development	The increase request is needed to cover the additional costs expected as HHFDC ramps up its efforts to meet the State's goal on affordable rentals and housing.	W			57,000			57,000

Department of Business, Economic Development and Tourism
Proposed Budget Additions

Table 6

Prog ID	Sub- Org	Addi- tion Type	Prog ID Prior- ity	Dept- Wide Prior- ity	Description of Addition	Justification	MOF	Pos (P)	Pos (T)	\$\$\$	Pos (P)	Pos (T)	\$\$\$
BED120/SI			4	18	Volkswagen Settlement Administrative Expenses	DBEDT (HSEO) is to be designated as Lead Agency for the purposes of the State of Hawaii's participation in the Environmental Mitigation Trust as a beneficiary. Of Hawaii's \$7.5 million allocation, up to 10% may be used for actual administrative expenditures associated with implementing eligible mitigation actions. Once the State of Hawaii is deemed a beneficiary, DBEDT is to submit a Beneficiary Mitigation Plan summarizing how the State of Hawaii plans to use the mitigation funds. This request is for an appropriation for administrative expenditures related to the settlement.	T			200,000			200,000
BED100/SM			2	19	Federal Grant Ceiling	This request for an increase in ceiling is in anticipation of a federal STEP grant	P			700,000			0
BED105/CI			1	20	Request ceiling for New Federal Grant	This request for an increase in ceiling is in anticipation of a federal Economic Assistance Grant from the Department of Commerce.	P			200,000			0
BED107/BA			1	21	Operational Funds for Mnt, A/C, Security	With the recent facilities expansion at Foreign-Trade Zone's Pier 2 location which includes 35 additional offices, common work space, and conference center, the FTZ needs to increase its operating allotment in order to ensure sufficient funds are available to cover the added expenditures for facilities maintenance, electricity, air conditioning service, refuse collection, etc.	B			100,000			100,000
BED107/BA			2	22	Loan Repayment	Required debt service payments on bond for multi-purpose building. These payments covered by the incremental rental revenue generated by the new multi-purpose building. The repayment amount is an estimate as B&F has not yet determined the periodic payment amount. \$7.5 million at 2.4%/30 years = \$350k	B			350,000			350,000
BED160/HF			4	23	National Housing Trust Fund Fed Grant Ceiling Increase	This is a new federal housing program with an initial federal funding of \$3 million. It is being administered by HHFDC. At least 80% of each annual grant is to be used for rental housing; up to 10% for homeownership housing; and up to 10% for administrative and planning costs. Eligible activities include: acquisition, new construction, reconstruction or rehabilitation of non-luxury housing.	P			3,000,000			3,000,000
BED160/HF			5	24	Request Additional Funding for Other Current Expenses	This request is to cover the increase in cost of insurance, dues and subscriptions and advertising.	W			78,000			86,000
BED160/HA			6	25	Request funds for Land & Building Rent and Other Increases	HHFDC occupies space subject to a long term lease with the Hawaii Rental Housing System Revenue Bond Fund. Such lease contractually obligates HHFDC to pay a 3% rent increase effective August of each year. We estimate that the escalation increments about \$40,000 per annum. Also, each year there has been a common area maintenance (CAM) adjustment. For FY16 this adjustment was \$60,000. We are requesting \$60,000 annually for CAM adjustment. Telephone expense for previous years (\$8,000 per annum) were underbudgeted, and this requested increase reflects a better estimate of future telephone costs.	W			108,000			148,000
BED160/HA			1	26	New Telephone System	Managing the antiquated phone system takes time away from HHFDC's staff from performing other duties. Requesting funds to upgrade the phone system wiring and equipment.	W			94,000			0

Department of Business, Economic Development and Tourism
Proposed Budget Additions

Table 6

<u>Prog ID</u>	<u>Sub- Org</u>	<u>Addi- tion Type</u>	<u>Prog ID Prior- ity</u>	<u>Dept- Wide Prior- ity</u>	<u>Description of Addition</u>	<u>Justification</u>	<u>MOF</u>	<u>Pos (P)</u>	<u>Pos (T)</u>	<u>\$\$\$</u>	<u>Pos (P)</u>	<u>Pos (T)</u>	<u>\$\$\$</u>
BED150/KA			1	27	Increase Other Current Expense for Kakaako	Increase in expenditure ceiling for Kakaako's FY18 operating budget due to: (1) Additional attorney general assigned to HCDA (total 2)-to cover for their payroll and fringe benefits (currently running at over \$ 10,000 per month. (2) Maintenance cost of HCDA offices.	W			154,360			154,360
BED150/KA			2	28	Increase Personal Services Ceiling for Fringe Benefit Costs	Fringe benefits for HCDA Executive Director and Private Secretary which is not provided for in the existing budget. Total salaries of \$202 thousand with a 60% fringe rate comes to \$ 121 thousand. The existing BJ fringe benefit funding is \$ 40 thousand. The required net funding increase for fringe benefits is \$ 81 thousand.	W			81,000			81,000
BED150/KL			4	29	Increase Personal Service Expense to Cover Fringe Benefit Costs	Fringe benefits for personal services for the Kalaeloa Community Development District. Aggregate salaries is \$ 158.2 thousand and the 60% fringe cost comes to \$ 95 thousand with \$ 22 thousand currently in the BJ table, resulting in a need to increase the fringe funding by \$ 73 thousand.	W			73,000			73,000
BED150/KA			3	30	Convert 19 FTE CIP general funded positions to operating budget general funds for the HCDA	Convert 19(P) FTE funding from CIP general funds to operating budget general funds for HCDA.	A	19.00		1,450,000	19.00		1,450,000
BED145/VC			3	31	Convert 2 Temp Positions from Revolving to General Funds	Transfer funding of the two HSDC staff from revolving fund to general fund. Fringe benefit expenditure not applicable for general fund.	A		2.00	188,056		2.00	188,056

FY17 Restrictions

<u>Prog ID</u>	<u>Sub- Org</u>	<u>MOF</u>	<u>Budgeted by Dept</u>	<u>Restric- tion</u>	<u>Difference Between Budgeted & Restricted</u>	<u>Percent Differ- ence</u>	<u>Impact</u>
BED100		A	\$1,371,350	\$41,300	\$ 1,330,050	3.01%	Certain projects may not be implemented if restrictions are not lifted later in the fiscal year
BED103		A	\$594,586	\$7,200	\$ 587,386	1.21%	Not significant
BED120		A	\$1,200,000	\$200,000	\$ 1,000,000	16.67%	The amount restricted did not impact the ability to proceed with the procurement to contract for the study
BED128		A	\$1,174,976	\$28,500	\$ 1,146,476	2.43%	Reduced operational funds for goods and services for Office of Aerospace Development, Pacific International Space Center for Exploration Systems,
BED130		A	\$1,274,483	\$14,900	\$ 1,259,583	1.17%	Not significant
BED143		A	\$1,425,881	\$51,000	\$ 1,374,881	3.58%	Program expenses including Special Fund expenditure plans have been deferred due to the restriction
BED144		A	\$1,402,911	\$32,000	\$ 1,370,911	2.28%	The restriction has deferred some other current expenditure plans
BED145		A	\$1,000,000	\$20,100	\$ 979,900	2.01%	Due to a proviso issue in the budget act the full amount of the funds were not available to HSDC
BED160		A	\$350,000	\$17,500	\$ 332,500	5.00%	This is 100% related to a 5% holdback for a GIA program

Department of Business, Economic Development and Tourism
 Emergency Appropriation Requests

Table 8

<u>Prog ID</u>	<u>Description of Request</u>	<u>Explanation of Request</u>	<u>MOF</u>	<u>Pos (P)</u>	<u>Pos (T)</u>	<u>\$\$\$</u>
	None					

Department of Business, Economic Development and Tourism
Expenditures Exceeding Appropriation Ceilings in FY16 and FY17

Table 9

<u>Prog ID</u>	<u>MOF</u>	<u>Date</u>	<u>Appropriation</u>	<u>Amount Exceeding Appropriation</u>	<u>Percent Exceeded</u>	<u>Reason for Exceeding Ceiling</u>	<u>Legal Authority</u>	<u>Recurring (Y/N)</u>	<u>GF Impact (Y/N)</u>
						None			

Department of Business, Economic Development and Tourism
Intradepartmental Transfers in FY16 and FY17

Table 10

<u>Actual or Anticipated Date of Transfer</u>	<u>MOF</u>	<u>Pos (P)</u>	<u>Pos (T)</u>	<u>\$\$\$</u>	<u>From Prog ID</u>	<u>Percent of Program ID Appropriation Transferred From</u>	<u>To Prog ID</u>	<u>Percent of Receiving Program ID Appropriation</u>	<u>Reason for Transfer</u>	<u>Recurring (Y/N)</u>
10-May-16	G			\$45,000	BED103	7.7%	BED105	3.7%	Holdback release provided to CID for federal grant matching funds.	N
10-May-16	G			\$50,000	BED128	4.7%	BED105	4.1%	Holdback release provided to CID for federal grant matching funds.	N
10-May-16	G			\$20,000	BED130	1.8%	BED105	1.7%	Holdback release provided to CID for federal grant matching funds.	N
10-May-16	G			\$20,000	BED142	1.1%	BED100	1.1%	Holdback release provided to BDSO for its International Offices	N
10-May-16	G			\$7,000	BED130	0.6%	BED143	0.7%	Holdback release provided to HTDC for its manufacturing grant program.	N
10-May-16	G			\$2,029	BED142	0.1%	BED143	0.2%	Holdback release provided to HTDC for its manufacturing grant program.	N
10-May-16	G			\$10,000	BED144	0.9%	BED143	0.9%	Holdback release provided to HTDC for its manufacturing grant program.	N

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
FOREIGN TRADE ZONE	To encourage manufacturing and value-added activities in Hawaii, increase export competitiveness of Hawaii companies incubate and support small businesses engaged in importing and exporting activities, and attract new investment and job opportunities by operating a statewide Foreign-Trade Zone program that reduces barriers and costs associated with international trade	A124/ SL 16	B	\$ 991,526	\$ 2,197,968	\$ 2,135,194	\$ -	\$ 1,054,300	\$ -
HYDROGEN INVESTMENT CAPITAL SPECIAL FUND	To support the increased use of the State's indigenous renewable energy resources with pathways to use hydrogen as an energy carrier through the implementation of 1) a seed capital/venture capital investment program; 2) a cost-match grant program; and 3) the development of a Hawaii Renewable Hydrogen Program Plan	A124/ SL 16	B	\$ 19,616	\$ 12	\$ 7,000		\$ 12,628	\$ -

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
HAWAII STRATEGIC DEVELOPMENT CORP REV FUND	To develop a local venture capital industry that supports innovative, high growth businesses in order to help diversify the state's economy and provide high wage opportunities. Public funds are invested alongside private sector capital as a catalyst to develop local venture capital funds and to help entrepreneurs attract private capital investment through accelerator programs, business mentoring and collaboration opportunities.	A124/ SL 16	W	\$ 5,302,238	\$ 225,000	\$ 2,000,000	\$ -	\$ 3,527,238	\$ -
HAWAII GREEN INFRASTRUCTURE AUTHORITY	Pay administrative costs and other costs related to the Hawaii green infrastructure loan program	A124/ SL 16	B	\$ 1,174,000	\$ 10,000	\$ 1,000,000	\$ -	\$ 184,000	\$ -
HAWAII GREEN INFRA SPECIAL FUND(O/S S/T)	To make green infrastructure loans; pay administrative costs and other costs related to the Hawaii Green Infrastructure loan program; pay financing costs	A124/ SL 16	B	\$142,828,433	\$ 266,262	\$ 5,562,400	\$ -	\$ 137,532,295	\$ -

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
ENERGY SECURITY SPECIAL FUND	To support the Hawaii Clean Energy Initiative program	A208/SL08	B	\$ 2,000,104	\$ 3,815,000	\$ 4,485,942	\$ -	\$ 1,329,162	\$ -
HAWAII GREEN INFRA BOND FUND (O/S S/T)	To secure the payment of (green infrastructure) bonds, amounts payable to financing parties and bondholders, amounts payable under any ancillary agreement, and other financing costs	A211/SL13	B	\$ 8,162,835	\$ 14,010,000	\$ 13,400,000	\$ -	\$ 8,772,835	\$ -
RENEWABLE ENERGY FACILITY SITING FUND	To establish renewable energy facility siting process for state and county permits	A207/SL08	B	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
NATURAL ENERGY LAB OF HAWAII AUTHORITY	Operation, maintenance, and mangement of NELHA's technology parks, projects, facilities and the renovation of or addition to existing facilities.	HRS 227D	B	\$ 1,184,828	\$ 5,192,778	\$ 5,716,765	\$ -	\$ 660,841	\$ -
HI COMMUNITY-BASED DEVELOPMENT REV FUND	To provide training and capacity-building opportunities, and invest in community economic development projects that result in measurable economic impact.	A124/SL16	W	\$ 101,086	\$ 5,800	\$ 878	\$ -	\$ 106,008	\$ -

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
STATE DISASTER REVOLVING FUND	To assist businesses and individuals who suffer damages in a state-declared disaster.	S209-34 HRS	W	\$ 277,324	\$ 169	\$ -	\$ -	\$ 277,493	\$ -
HIGH TECHNOLOGY SPECIAL FUND	Funds are expended for the operation, maintenance and management of its industrial parks, projects, facilities, services, publications, and in carrying out its project agreements.	A124/SL 16	B	\$ 250,000	\$ 1,254,460	\$ 1,100,000	\$ -	\$ 404,460	\$ -
ALTERNATIVE ENERGY RESEARCH & DEV REV FD	To establish a matching grant program to further strengthen and support Hawaii's local companies that are conducting renewable energy research and development through existing contracts with the Department of Defense's Office of Naval Research.	A159/SL 15	W	0.00	\$ -	\$ 1,000,000	\$ 1,000,000	\$ -	\$ -
HIGH TECHNOLOGY DEVELOPMENT CORPORATION	To invest in technology economic development in Hawaii	A124/SL16	W	0.00	\$ -	\$ 1,500,000	\$ 1,500,000	\$ -	\$ -

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
KALAELOA COMMUNITY DEVELOPMENT DISTRICT	Section 206E-195 HRS requires all revenues and receipts for the Kalaeloa Community Development District be deposited into this fund and be used to further HCDA's community development objectives for Kalaeloa. Objectives include implementation of policies, programs, and projects that promote economic development and employment opportunities through varied land uses and private sector investment.	A184/ SL02	W	131,277	151,695	48,881	(92,110)	\$ 141,981	-

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
HAWAII COMMUNITY DEVELOPMNT REVOLVNG FND	Section 206E-16, HRS, requires all revenues and receipts of Hawaii Community Development Authority (HCDA) to be deposited into this fund and used to further HCDA's community development objectives. Objectives include planning and implementation of capital improvement projects to upgrade infrastructure and develop public facilities, implementation of long-term planning initiatives to support the development of mixed-use communities that strengthen and diversify Hawaii's economy while enhancing the quality of life for Hawaii's people. In sum, with the support of the Legislature and stakeholders, HCDA strives to create better communities for tomorrow.	A153/ SL76	W	25,824,202	899,170	798,378	(405,439)	25,519,555	-

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
KALAELOA COMMUNITY DEVELOPMENT DISTRICT	Operation expenditures for the Kalaeloa Community Development District. Objectives include implementation of policies, programs, and projects that promote economic development and employment opportunities through varied land uses and private sector investment.	A124/ SL 16	W	113,859	632	114,741	320,212	319,962	-

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
HAWAII COMMUNITY DEVELOPMENT AUTHORITY	Operational expenditures for the Kakaako Development District and HCDA. Objectives include planning and implementation of capital improvement projects to upgrade infrastructure and develop public facilities, implementation of long-term planning initiatives to support the development of mixed-use communities that strengthen and diversify Hawaii’s economy while enhancing the quality of life for Hawaii’s people. In sum, with the support of the Legislature and stakeholders, HCDA strives to create better communities for tomorrow.	A124/S L 16	W	254,033	1,311	113,835	177,337	318,846	-
HEEIA COMMUNITY DEV REVOLVING FUND	Section 206E-204, HRS, requires all revenues and receipts for the Heeia Community Development District be deposited into this fund and be used ot further HCDA's community development objectives for this district	A210/ SL11	W	4,391	11	-	-	4,402	-

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
BROWNFIELDS CLEANUP REVOLVING LOAN FUND	The fund was established with a \$ 2 million grant from the US EPA to provide low-cost loans for the clean-up of eligible containment sites. The low-cost loans are intended to facilitate the reuse of sites whose redevelopment is hindered by the potential liability and cost of cleaning up contamination that may harm human and environmental health.	Act 173, SLH 2002 amended Act20, SLH 2007	W	1,237,000	207,306	209,230	-	\$ 1,235,076	-
HTA Toursim Special Fund	The primary purpose of the Tourism Special Fund is to provide the Hawaii Tourism Authority with funds to implement the purposes of Chapter 201B, HRS.	HRS 201B	B	\$ 22,566,952	\$ 82,000,000	\$ 89,984,299	\$ -	\$ 14,582,653	\$ -
Convention Center Enterprise Special Fund	Moneys in the fund shall be used by the Hawaii Tourism Authority for the payment of debt service and the operation, maintenance, repair, improvement and marketing of the Hawaii Convention Center.	HRS 201B	B	\$ 16,249,838	\$ 40,095,320	\$ 42,305,112	\$ -	\$ 14,040,046	\$ -

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
Tourism Emergency Trust Fund	The purpose of the Tourism Emergency Trust Fund is to provide for the development and implementation of emergency measures to respond to any tourism emergency pursuant to HRS Section 201B-9, including providing emergency assistance to tourists during the tourism emergency. A tourism emergency exists upon declaration by the Governor.	HRS 201 B	W	\$ 5,000,000	\$ -	\$ -	\$ -	\$ 5,000,000	\$ -

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
Dwelling Unit Revolving Fund (a)	The Dwelling Unit Revolving Fund was established in accordance with Act 105, SLH 1970. This Act together with Act 195, SLH 1975 and Act 225, SLH 1976 (which repealed Act 239, SLH 1969) authorized the State to issue general obligation bonds of \$125,000,000 for acquiring, developing, selling & leasing rental residential, commercial & industrial properties, & for providing mortgage, interim construction, downpayment, participation mortgage & agreement of sale loans.	HRS 201H-191	W	\$ 95,669,092	\$ 17,023,000	\$ 54,854,000	\$ 3,270,289	\$ 61,108,381	

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
Housing Finance Revolving Fund	The Housing Finance Revolving Fund was created in 1985 by Act 48, SLH 1984, to be used for long-term and other special financing. All monies received and collected by the Corporation, not otherwise pledged or obligated nor required by law to be placed in another fund are deposited in this fund. Transactions for the Low Income Housing Tax Credit, Mortgage Credit Certificate and Down Payment Loan programs are recorded in the fund.	HRS 201H-80	W	\$ 6,208,909	\$ 2,581,000	\$ 2,295,034	\$ (2,150,126)	\$ 4,344,749	
Rental Assistance Revolving Fund (b)	The Rental Assistance Fund was created by Act 111, SLH 1981 to assist families and individuals of low and moderate income to obtain safe and sanitary rental housing accommodations at reduced rates. The program was amended by Act 307, SLH 1992, to also provide for interim construction financing for rental projects.	HRS 201H-123	W	\$ 18,131,859	\$ 447,000	\$ 2,118,097	\$ (95,000)	\$ 16,365,762	

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
Housing Project Bond Special Fund - Multi Family	The Multifamily Housing Revenue bond Fund was created in accordance with Act 291, SLH 1980, which authorized the Corporation to issue revenue bonds of \$122,500,000. This authorization was subsequently increased to \$500,000,000 by Act 304, SLH 1996; Act 185, SLH 2004; Act 231, SLH 2007 and Act 121, SLH 2008. This authorization was further increased to \$750,000,000 by Act 138, SLH 2012.	201H- Part III.A	W	\$ -	\$ 19,101,297	\$ 19,101,297		\$ -	

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
Housing Loan Program Revenue Bond Special Fund (Not S/T)	The Rental Housing System and the State of Hawaii Affordable Program were created under the provision of section 57 of Act 337, SLH 1987. Act 216, SLH 1987, as amended by Act 390, SLH 1988, authorized the Corp to issue up to \$75,000,000 of revenue bonds. This authorization was subsequently increased to \$375,000,000 by Act 316, SLH 1989, Act 299, SLH 1990, and Act 172, SLH 1991. In October 2004, the Corporation issued bonds to refund the outstanding RHS and SHARP bonds. The Hawaii Rental Housing System Revenue Bond (HRHSRB) program was created as a result of the refunding.	HRS 201H- 80	W	\$ 2,525,654	\$ 20,152,386	\$ 20,051,887		\$ 2,626,153	

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
Housing Loan Program Revolving Bond Fund (Not S/T)	The Single Family Mortgage Purchase Revenue Bond Fund was established in accordance with Act 50, SLH 1979, as amended by Act 337, SLH 1987. These Acts, together with Act 288, SLH 1980; Act 13, Special SLH 1981; Act 224, SLH 1984; Act 171, SLH 1991; Act 1, SLH 1995; and Act 189, SLH 1999 authorize the Corporation to issue bonds of up to \$2,275,000,000. The proceeds from bond issues are used to make affordable interest rate mortgage loans to persons & families of low & moderate income for the purchase of owner-occupied detached single-family and condominium dwelling. Funds are held by a trustee outside of the State Treasury.	HRS 201H, Part III.B	W	\$ -	\$ 29,599,000	\$ 29,599,000		\$ -	

Non-General Funds

<u>Name of Fund</u>	<u>Purpose</u>	<u>Statu- tory Refer- ence</u>	<u>MOF</u>	<u>Beginning FY17 Unencumber- ed Cash</u>	<u>Estimated FY17 Revenues</u>	<u>Estimated FY17 Expenditures and</u>	<u>Estimated FY17 Net Transfers</u>	<u>Estimated FY17 Ending Unencumbered Cash Balance</u>	<u>Balance in Excess of Program</u>
Rental Housing Revolving Fund (c)	Funding is made available to subsidize the development of affordable rental housing (grant or low-interest, long term loan) by establishing the Rental Housing Trust Fund as a continuous renewable resource to assist very low and low income families and individuals, including the homeless and special needs groups, in obtaining rental housing. Revenues are obtained through collection of miscellaneous income and application fees.	HRS 201H-202	W	\$125,492,118	\$ 32,094,000	\$ 59,000,000		\$ 98,586,118	

Department of Business, Economic Development, and Tourism
Vacancy Report as of November 30, 2016

Table 12

Prog ID	Sub-Org	Date of Vacancy	Expected Fill Date	Position Number	Position Title	Exempt (Y/N)	SR Level	BU Code	Perm. Temp (P/T)	FTE	MOF	Budgeted Amount	Actual Salary Last Paid	Authorized by Hire (Y/N)	Occupied by 89 Day Hire (Y/N)	# of 89 Day Hire Appts	Describe if Filled by other Means	Priority # to Retain
BED150K	n/a	1/1/2016	12/1/2016	00100997	Executive Director, HCDA	Y	SRNA	73	P	1.00	W	\$ 134,782.00	\$ 125,484.00	Y	N		Job offered made to applicant. Started on 12/1/16.	1
BED138G	n/a	9/16/2016	2/1/2017	00121517	HGIA EXECUTIVE DIRECTOR	Y	SRNA	93	T	1.00	B	\$ 119,000.00	\$ 138,000.00	N	N		Currently in active recruitment interviewing applications.	2
BED100S	n/a	11/21/2016	2/1/2017	00018398	Secretary II	N	SR14	03	P	1.00	A	\$ 41,064.00	\$ 33,720.00	Y	N		Employee has return rights. Currently in active recruitment.	3
BED142A	n/a	n/a	2/1/2017	00120974	Departmental Contracts Spclt	N	SR22	13	P	1.00	A	\$ 49,918.00	0	Y	N		Position currently being redescribed into another position.	4
BED130F	n/a	9/30/2016	2/1/2017	00048924	Research Statistician IV	N	SR22	13	P	1.00	A	\$ 47,997.00	\$ 51,036.00	Y	N		Currently in active recruitment.	5
BED130F	n/a	5/1/2015	1/16/2017	00010066	Economist V	Y	SR24	13	R	1.00	A	\$ 68,831.00	\$ 55,236.00	Y	Y	2	Completed interviews. Currently conducting reference checks.	6
BED105C	n/a	11/1/2014	6/30/2017	00044000	Economic Development Spclt	Y	SR24	13	R	1.00	A	\$ 68,149.00	\$ 62,424.00	Y	Y	6	Position currently being redescribed into another position.	7
BED144P	n/a	n/a	2/1/2017	00122197	Special Plans Project Analyst	Y	SRNA	13	T	1.00	A	0	0	Y	N		Interviews to be held week of 12/12/2016. Supports Special Action Team for affordable housing.	8
BED144P	n/a	8/1/2014	7/1/2017	00012517	Planning Program Admr II	N	ES02	35	P	1.00	A	\$ 141,274.00	\$ 132,216.00	Y	N		Currently in active recruitment.	9
BED144P	n/a	8/26/2015	2/1/2017	00102932	CZM Project Analyst	Y	SRNA	13	T	1.00	N	\$ 54,025.00	\$ 51,300.00	N	N		Interviews held; currently contacting references	10
BED144P	n/a	7/15/2016	2/1/2017	00102933	CZM Project Analyst	Y	SRNA	13	T	1.00	N	\$ 56,198.00	\$ 55,236.00	Y	N		Interviews held; currently contacting references	11
BED144P	n/a	1/1/2014	TBA	00026624	Planner V	Y	SR24	13	T	1.00	N	\$ 51,312.00	\$ 53,364.00	N	Y	12	89-day appointment will end on 12/23/16; Currently in active recruitment. Interviews conducted on 12/12/16.	12
BED144P	n/a	10/18/2016	12/16/2016	00022408	Planner V	N	SR24	13	P	1.00	A	\$ 63,844.00	\$ 57,432.00	Y	N		Job offered made to applicant and will start on 12/16/16.	13
BED107B	n/a	1/27/2016	3/1/2017	00024766	Economic Development Spclt	N	SR24	13	P	1.00	B	\$ 65,739.00	\$ 64,608.00	N	N		Position Planned to be Filled	14

Department of Business, Economic Development, and Tourism
 Vacancy Report as of November 30, 2016

Table 12

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BED107B	n/a	2/1/2015	3/1/2017	00031385	Ftz Warehouse Worker	N	BC06	01	P	1.00	B	\$ 44,150.00	\$ 40,788.00	N	N		Position Planned to be Filled	15
BED107B	n/a	9/17/2016	3/1/2017	00025578	Office Assistant IV	N	SR10	03	P	1.00	B	\$ 29,988.00	\$ 31,236.00	N	N		Currently in active recruitment.	16
BED107B	n/a	1/2/2014	3/1/2017	00022200	Ftz Representative	Y	SR26	13	R	1.00	B	\$ 60,786.00	\$ 59,736.00	Y	Y	6	Currently in active recruitment. There is an incumbent with return rights to this position.	17
BED120S	n/a	5/3/2016	2/1/2017	00119527	Energy Analyst IV	Y	SRNA	13	T	1.00	B	\$ 69,000.00	\$ 67,812.00	Y	N		Recruitment in progress. Appointment is expected to be effective no later than 2/1/17	18
BED120S	n/a	5/7/2016	1/17/2017	00102073	Energy Consvrtn Prgm Spclt I	Y	SRNA	13	T	1.00	B	\$ 82,143.00	\$ 70,380.00	Y	N		Appointment is effective 1/17/17	19
BED143T	n/a	8/13/2011	7/1/2017	00102460	HTDC Industry Info Spclt	Y	SRNA	13	T	0.50	B	\$ 43,921.00	\$ 83,412.00	N	N		Request was submitted to the Governor to include a budget request in the Supplemental Budget to restore the general funded portion to make the position full-time again. Position would be filled after it is restored to 1.0 fte.	20
BED143T	n/a	3/8/2008	7/1/2017	00102275	Special Projects Coordinator	Y	SRNA	13	T	0.50	B	\$ 28,093.00	\$ 53,352.00	N	N		Request was submitted to the Governor to include a budget request in the Supplemental Budget to restore the general funded portion to make the position full-time again. Position would be filled after it is restored to 1.0 fte.	21
BED150K	n/a	8/22/2016	1/1/2017	00117843	HCDA Asset Mgmt Spclt	Y	SRNA	13	T	1.00	C	\$ 53,820.00	\$ 53,820.00	Y	N		Currently interviewing applicants.	22
BED150K	n/a	8/27/2016	1/15/2017	00101074	HCDA Program Spclt IV	Y	SRNA	13	T	1.00	C	\$ 69,972.00	\$ 69,972.00	N	N		Pending governor's approval to fill	23
BED150K	n/a	10/31/2016	1/15/2017	00102080	HCDA Secretary	Y	SRNA	03	T	1.00	C	\$ 54,012.00	\$ 54,012.00	N	N		Currently in active recruitment.	24
BED160 HF	n/a	02/23/16	01/03/17	100893	Housing Finance Specialist I	Y	SRNA	13	T	1.00	W	\$ 65,739.00	\$ 53,100.00	Y	N		01/03/2017	25
BED160 HF	n/a	09/01/16	01/01/17	118415	Housing Finance Specialist I	Y	SRNA	13	T	1.00	W	\$ 58,435.00	\$ 59,736.00	Y	N		Recruitment on-going.	26

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BED160 HD	n/a	07/01/10	01/01/17	101324	Housing Development Specialist II	Y	SRNA	13	T	1.00	W	\$ 83,179.00	\$ 78,984.00	N	N		Position planned to be filled. Pending approval to fill from B&F and the Gov's Office	27
BED160 HD	n/a	03/29/02	01/17/17	102029	Development Support Section Chief	Y	SRNA	93	T	1.00	W	\$ 69,657.00	\$ 66,144.00	N	N		Position planned to be filled. Pending approval to fill from B&F and the Gov's Office	28
BED160 HD	n/a	01/16/09	12/16/16	101325	Housing Development Specialist III	Y	SRNA	13	T	1.00	W	\$ 93,567.00	\$ 88,848.00	N	N		Position planned to be filled. Pending approval to fill from B&F and the Gov's Office	29
BED160 HA	n/a	11/01/16	1/1/2017	118401	HHFDC Corporate Controller	Y	SRNA	13	T	1.00	W	\$ 94,692.00	\$ 91,490.00	N	N		Position planned to be filled. Pending approval to fill from B&F and the Gov's Office	30
BED160 HA	n/a	05/16/16	01/01/17	08044	Office Assistant III	N	SR08	3	P	1.00	W	\$ 29,988.00	\$ 32,460.00	Y	N		Recruitment on-going.	31
BED160 HA	n/a	08/05/14	01/01/17	102020	Secretary to the Executive Director	Y	SRNA	63	T	1.00	W	\$ 58,416.00	\$ 58,416.00	N	N		Position Planned to be filled.	32
BED160 HD	n/a	12/31/12	01/01/17	100927	Housing Development Specialist III	Y	SRNA	13	T	1.00	W	\$ 65,739.00	\$ 62,424.00	N	N		Position planned to be filled.	33
BED160 HD	n/a	07/23/16	12/01/16	100385	Housing Development Spclt I	Y	SRNA	13	T	1.00	W	\$ 60,786.00	\$ 59,736.00	N	N		Position planned to be filled.	34
BED160 HA	n/a	03/10/05	12/16/16	100932	Property Management Coordinator I	Y	SRNA	13	T	1.00	W	\$ 65,739.00	\$ 56,040.00	N	N		Position planned to be filled.	35
BED160 HF	n/a	06/20/07	01/17/17	105731	Mortgage & Rental Finance Section Chief	Y	SRNA	23	T	1.00	W	\$ 79,765.00	\$ 64,936.00	N	N		Position planned to be filled.	36
BED160 HF	n/a	03/20/07	01/17/17	92004B	Prog Spclt & Tenant Svcs	Y	SRNA	13	T	1.00	W	\$ 71,072.00	\$ 55,500.00	N	N		Position planned to be filled.	37
BED160 HA	n/a	02/15/07	01/01/17	121250	Account Clerk V	N	SR15	3	P	1.00	W	\$ 35,112.00	\$ 31,212.00	N	N		Position planned to be filled.	38
BED160 HD	n/a	02/18/09	01/01/17	27586	Office Assistant IV	N	SR10	3	P	1.00	W	\$ 28,872.00	\$ 26,688.00	N	Y	3	Position planned to be filled.	39
BED160 HF	n/a	08/16/12	01/17/17	27568	Office Assistant III	N	SR08	3	P	1.00	W	\$ 26,700.00	\$ 30,036.00	N	N		Position planned to be filled.	40
BED160 HA	n/a	02/17/14	01/01/17	14769	Account Clerk III	N	SR11	3	P	1.00	W	\$ 28,836.00	\$ 28,836.00	N	N		Position planned to be filled.	41
BED160 HF	n/a	04/23/07	01/17/17	32938	Office Assistant III	N	SR08	3	P	1.00	W	\$ 26,700.00	\$ 23,736.00	N	N		Position planned to be filled.	42
BED160 HA	n/a	09/17/01	01/01/17	40990	Dept Personnel Officer I	N	EM01	35	P	1.00	W	\$ 68,226.00	\$ 47,448.00	N	N		Position planned to be filled.	43

Department of Business, Economic Development, and Tourism
 Vacancy Report as of November 30, 2016

Table 12

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BED160 HD	n/a	02/16/07	01/01/17	97009B	Secretary III	N	SR16	63	P	1.00	W	\$ 36,468.00	\$ 32,424.00	N	N		Position planned to be filled.	44
BED160 HF	n/a	12/31/13	01/17/17	25650	Housing Loan Services Officer	N	SR24	23	P	1.00	W	\$ 82,953.00	\$ 78,996.00	N	N		Position planned to be filled.	45
BED146E	n/a	6/30/2007	6/30/2017	00102694	NELHA Chemist III	Y	SRNA	13	T	1.00	B	\$ 46,404.00	\$ 44,066.16	N	N		Position Planned to be Filled	46
BED146E	n/a	12/31/2013	6/30/2017	00102316	NELHA Groundskeeper II	Y	SRNA	01	T	1.00	B	\$ 39,247.00	\$ 36,252.00	N	N		Position Planned to be Filled	47
BED146E	n/a	6/30/2007	6/30/2017	00102526	NELHA Microbiologist III	Y	SRNA	13	T	1.00	B	\$ 51,952.00	\$ 47,448.00	N	N		Position Planned to be Filled	48
BED146E	n/a	6/30/2014	6/30/2017	00102305	NELHA Veh Const Equip Mec	Y	SRNA	01	T	1.00	B	\$ 40,334.00	\$ 37,260.00	N	N		Position Planned to be Filled	49
BED113T	n/a	5/16/2016	n/a	00107915	HTA Accounting Assistant	Y	SRNA	03	T	1.00	B	\$ 37,116.00	\$ 37,116.00	N	N		Assessing organizational needs. Not likely to be filled; submitted request to Legislature to remove position from budget; although, Legislature did not concur.	50
BED113T	n/a	7/1/2015	n/a	00107917	HTA Admin Assistant	Y	SRNA	13	T	1.00	B	\$ 47,390.00	\$ 45,000.00	N	N		Assessing organizational needs. Not likely to be filled; submitted request to Legislature to remove position from budget; although, Legislature did not concur.	51
BED113T	n/a	2/1/2015	n/a	00107916	HTA Administrative Assistant	Y	SRNA	13	T	1.00	B	\$ 46,556.00	\$ 44,208.00	N	N		Assessing organizational needs. Not likely to be filled; submitted request to Legislature to remove position from budget; although, Legislature did not concur.	52
BED113X	n/a	9/11/2015	n/a	00028287	HTA Dir of Meetings Conv&In	Y	SRNA	13	T	0.35	B	\$ 60,817.00	\$ 57,750.00	N	N		Assessing organizational needs. Not likely to be filled; submitted request to Legislature to remove position from budget; although, Legislature did not concur.	53

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BED113T	n/a	9/11/2015	n/a	00028287	HTA Dir of Meetings Conv&In	Y	SRNA	13	T	0.65	B	\$ 122,947.00	\$ 107,250.00	N	N		Assessing organizational needs. Not likely to be filled; submitted request to Legislature to remove position from budget; although, Legislature did not concur.	54
BED113T	n/a	7/7/2015	n/a	00107926	HTA Tourism Brand Manager	Y	SRNA	13	T	1.00	B	\$ 76,001.00	\$ 72,168.00	N	N		Assessing organizational needs. Not likely to be filled; submitted request to Legislature to remove position from budget; although, Legislature did not concur.	55
BED113T	n/a	7/30/2016	n/a	00121056	HTA Tourism Brand Manager	Y	SRNA	13	T	1.00	B	\$ 73,726.00	\$ 72,456.00	Y	N		Assessing organizational needs. Not likely to be filled; submitted request to Legislature to remove position from budget; although, Legislature did not concur.	56

Department of Business, Economics Development Tourism
Positions Filled from July 1, 2015 to November 30, 2016

Table 13

Prog ID	Sub- Org	Effective Date Position Filled	Position Number	Position Title	Exempt (Y/N)	SR Level	BU Code	T/P	MOF	Budgeted FTE	Budgeted Salary	Actual FTE	Actual Salary	Occupied by 89 Day Hire (Y/N)
BED100SM	N/A	09/22/15	42674	Secretary III	N	SR16	63	P	A	1.00	\$ 49,968.00	1.00	\$ 36,468.00	Y
BED100SM	N/A	03/07/16	18398	Secretary II	N	SR14	3	P	A	1.00	\$ 41,064.00	1.00	\$ 33,720.00	N
BED103 DA	N/A	03/01/16	121099	Secretary II	N	SR14	3	P	A	1.00	\$ 33,720.00	1.00	\$ 35,112.00	N
BED103 DA	N/A	01/19/16	121099	Secretary II	N	SR14	3	P	A	1.00	\$ 33,720.00	1.00	\$ 33,720.00	Y
BED105CI	N/A	08/13/15	121196	Office Asst III	N	SR08	63	P	A	1.00	\$ 26,700.00	1.00	\$ 26,700.00	Y
BED105CI	N/A	08/24/15	44000	Economic Development Specialist V	N	SR24	13	P	A	1.00	\$ 68,149.00	1.00	\$ 53,364.00	Y
BED105CI	N/A	09/19/16	121196	Office Assistant III	N	SR08	3	P	A	1.00	\$ 26,700.00	1.00	\$ 26,700.00	N
BED105CI	N/A	08/04/15	44000	Economic Development Specialist V	N	SR24	73	P	A	1.00	\$ 68,149.00	1.00	\$ 53,364.00	Y
BED105CI	N/A	04/11/16	121196	Office Assistant III	N	SR08	3	P	A	1.00	\$ 26,700.00	1.00	\$ 26,700.00	Y
BED105CI	N/A	07/28/15	121196	Office Assistant III	N	SR08	63	P	A	1.00	\$ 26,700.00	1.00	\$ 26,700.00	Y
BED107BA	N/A	08/11/15	34735	Business Mgr V	N	SR24	73	P	B	1.00	\$ 58,435.00	1.00	\$ 53,364.00	Y
BED107BA	N/A	09/01/15	22200	FTZ Representative	N	SR26	73	P	B	1.00	\$ 60,786.00	1.00	\$ 57,720.00	Y
BED107BA	N/A	09/01/15	34735	Business Manager V	N	SR24	13	P	B	1.00	\$ 58,435.00	1.00	\$ 67,512.00	N
BED113TO	N/A	09/06/16	107929	HTA Executive Assistant	Y	SRNA	63	T	B	1.00	\$ 81,528.00	1.00	\$ 70,008.00	N
BED113TO	N/A	01/05/16	117281	HTA Director of Communications and Brand Management	Y	SRNA	13	T	B	1.00	\$ 94,881.00	1.00	\$ 85,008.00	N
BED113TO	N/A	01/05/16	117227	HTA Tourism Brand Mgr	Y	SRNA	13	T	B	1.00	\$ 87,412.00	1.00	\$ 85,008.00	N
BED113TO	N/A	07/27/15	107928	HTA Budget/Fiscal Officer	Y	SRNA	13	T	B	1.00	\$ 104,195.00	1.00	\$ 84,004.00	N
BED113TO	N/A	06/01/16	107925	HTA Dir of Hawn Cultrl Affairs	Y	SRNA	13	T	B	1.00	\$ 77,290.00	1.00	\$ 75,000.00	N
BED113TO	N/A	9/21/15	107921	HTA Contracts & Admin Mgr	Y	SRNA	13	T	B	1.00	\$ 87,412.00	1.00	\$102,000.00	N
BED113TO	N/A	05/16/16	107919	HTA Administrative Assistant	Y	SRNA	13	T	B	1.00	\$ 73,486.00	1.00	\$ 44,004.00	N
BED113TO	N/A	02/03/16	107921	HTA Contracts & Admin Mgr	Y	SRNA	13	T	B	1.00	\$ 82,357.00	1.00	\$ 55,008.00	N
BED113TO/ NS	N/A	01/05/16	107927	HTA VP, Brand Management	Y	SRNA	93	T	B	1.00	\$ 236,951.00	1.00	\$170,004.00	N
BED120SI	N/A	10/01/15	119412	Energy Data Analyst	Y	SRNA	13	T	B	1.00	\$ 89,121.00	1.00	\$ 85,020.00	N
BED120SI	N/A	07/16/15	25303	Secretary III	N	SR16	63	P	B	1.00	\$ 36,468.00	1.00	\$ 39,492.00	N

Department of Business, Economics Development Tourism
Positions Filled from July 1, 2015 to November 30, 2016

Table 13

Prog ID	Sub- Org	Effective Date Position Filled	Position Number	Position Title	Exempt (Y/N)	SR Level	BU Code	T/P	MOF	- Budgeted FTE	Budgeted Salary	- Actual FTE	Actual Salary	Occupied by 89 Day Hire (Y/N)
BED120SI	N/A	10/01/15	101832	Innovations, Planning & Policy Branch Chief	Y	SRNA	13	T	B	1.00	\$ 108,681.00	1.00	\$100,200.00	N
BED120SI	N/A	01/06/16	101058	Energy Management Analyst	Y	SRNA	13	T	B	1.00	\$ 58,612.00	1.00	\$ 95,040.00	N
BED120SI	N/A	12/01/15	119361	Renewable Energy Analyst	Y	SRNA	13	T	B	1.00	\$ 83,192.00	1.00	\$ 75,000.00	N
BED130FA	N/A	02/16/16	10066	Information Specialist III	N	SR20	13	P	A	1.00	\$ 68,831.00	1.00	\$ 45,348.00	Y
BED138GI	N/A	04/01/16	121519	Executive Assistant	Y	SRNA	63	T	B	1.00	\$ 58,000.00	1.00	\$ 45,000.00	N
BED138GI	N/A	01/11/16	121519	Executive Assistant	Y	SRNA	63	T	B	1.00	\$ 58,000.00	1.00	\$ 45,000.00	N
BED138GI	N/A	05/02/16	121521	Managing Director	Y	SRNA	13	T	B	1.00	\$ 90,000.00	1.00	\$105,000.00	N
BED138GI	N/A	05/02/16	121520	HGIA Program Officer	Y	SRNA	13	T	B	1.00	\$ 90,000.00	1.00	\$ 80,004.00	N
BED138GI	N/A	08/17/15	121522	Administrative Services Coordinator	Y	SRNA	13	T	B	1.00	\$ 90,000.00	1.00	\$ 45,000.00	N
BED138GI	N/A	05/16/16	121522	HGIA Sr. Associate	Y	SRNA	13	T	B	1.00	\$ 90,000.00	1.00	\$ 50,004.00	N
BED138GI	N/A	10/16/15	121517	HGIA Executive Director	Y	SRNA	93	T	B	1.00	\$ 119,000.00	1.00	\$138,000.00	N
BED142AA	N/A	01/08/16	121913	Hi Broadband Init Strategy Officer	Y	SRNA	13	T	A	1.00	\$ 90,000.00	1.00	\$ 95,004.00	N
BED142AA	N/A	04/01/16	89953	Fiscal Officer I	N	SR26	93	P	A	1.00	\$ 86,911.00	1.00	\$ 67,188.00	N
BED143TE	N/A	10/16/2015	120661	HCATT Project Manager	Y	SRNA	13	T	P	1.00	\$ 79,365.00	1.00	\$ 60,000.00	N
BED143TE	N/A	10/16/2015	120661	HCATT Project Manager	Y	SRNA	13	T	P	1.00	\$ 79,365.00	1.00	\$ 60,000.00	N
BED143TE	N/A	03/23/16	101816	HTDC Accountant	Y	SRNA	13	T	B	1.00	\$ 25,968.00	1.00	\$ 31,002.00	N
BED143TE	N/A	04/01/16	121854	HCATT Project Manager	Y	SRNA	13	T	B	1.00	N/A	1.00	\$ 75,000.00	N
BED143TE	N/A	05/02/16	103187	HTDC Controller	Y	SRNA	13	T	S	1.00	\$ 77,290.00	1.00	\$ 85,008.00	N
BED143TE	N/A	08/04/16	101816	HTDC Accountant	Y	SRNA	13	T	B	1.00	\$ 38,645.00	1.00	\$ 55,008.00	N
BED144PL	N/A	07/15/16	25239	Planning Program Manager	N	EM05	35	P	A	1.00	\$ 108,360.00	1.00	\$ 83,472.00	N
BED144PL	N/A	09/01/15	121808	CZM Policy Analyst	Y	SRNA	73	T	B	0.49	\$ -	0.49	\$ 26,686.40	N
BED144PL	N/A	08/03/15	12312	Secretary IV	N	SR18	63	P	A	1.00	\$ 56,172.00	1.00	\$ 39,492.00	N
BED144PL	N/A	08/17/15	118336	Student Intern II	N	SRNA	0	T	N	1.00	\$ -	1.00	\$ 35,112.00	N

Department of Business, Economics Development Tourism
Positions Filled from July 1, 2015 to November 30, 2016

Table 13

Prog ID	Sub- Org	Effective Date Position Filled	Position Number	Position Title	Exempt (Y/N)	SR Level	BU Code	T/P	MOF	Budgeted FTE	Budgeted Salary	Actual FTE	Actual Salary	Occupied by 89 Day Hire (Y/N)
BED146EL	N/A	08/24/15	102312	NELHA Engineer	Y	SRNA	13	T	B	1.00	\$ 64,981.00	1.00	\$ 55,000.08	N
BED150KA *	N/A	10/30/15	102039	HCDA Admin Services Officer	Y	SRNA	73	T	C	1.00	\$ 104,400.00	1.00	\$104,400.00	N
BED150KA *	N/A	10/30/2015	102039	HCDA Admin Services Officer	Y	SRNA	73	T	C	1.00	\$ 104,400.00	1.00	\$104,400.00	N
BED150KA *	N/A	11/3/2015	101059	HCDA Program Specialist V	Y	SRNA	13	T	C	1.00	\$ 67,608.00	1.00	\$ 67,608.00	N
BED150KA *	N/A	11/3/2015	101059	HCDA Program Specialist V	Y	SRNA	13	T	C	1.00	\$ 67,608.00	1.00	\$ 67,608.00	N
BED150KA *	N/A	01/11/16	117843	HCDA Asset Mgmt Specialist	Y	SRNA	13	T	B	1.00	\$ 52,000.00	1.00	\$ 53,820.00	N
BED150KA *	N/A	4/1/16	107937	HCDA Asset Manager	Y	SRNA	13	T	B	1.00	\$ 103,992.00	1.00	\$107,628.00	N
BED150KA *	N/A	07/01/16	102081	HCDA Asset Mgmt. Spec.	Y	SRNA	13	T	B	1.00	\$ 53,820.00	1.00	\$ 53,820.00	N
BED150KA *	N/A	08/15/16	111511	HCDA Comp Assur & Community Outreach Officer	Y	SRNA	13	T	B	1.00	\$ 89,352.00	1.00	\$ 92,472.00	N
BED160HA	N/A	10/26/15	42099	Personnel Management Specialist V	N	SR24	73	P	W	1.00	\$ 58,435.00	1.00	\$ 62,424.00	N
BED160HA	N/A	06/06/16	118255	Office Assistant III	N	SR08	3	P	W	1.00	\$ 26,712.00	1.00	\$ 26,700.00	N
BED160HA	N/A	11/01/16	26728	Account Clerk III	N	SR11	3	P	W	1.00	\$ 41,064.00	1.00	\$ 29,988.00	N
BED160HA	N/A	02/16/16	107931	Property Management Coordinator I	Y	SRNA	13	T	W	1.00	\$ 58,448.00	1.00	\$ 67,188.00	N
BED160HA	N/A	07/18/16	42099	Human Resources Specialist V	N	SR24	73	P	W	1.00	\$ 58,435.00	1.00	\$ 72,648.00	N
BED160HA	N/A	10/19/15	118255	Office Assistant III	N	SR08	3	P	W	1.00	\$ 26,712.00	1.00	\$ 26,700.00	Y
BED160HA	N/A	02/01/16	117690	Chief Financial Officer	Y	SRNA	93	T	W	1.00	\$ 105,256.00	1.00	\$103,452.00	N
BED160HA	N/A	10/17/16	101169	Land Ownership Specialist I	Y	SRNA	13	T	W	1.00	\$ 63,212.00	1.00	\$ 55,236.00	N
BED160HA	N/A	01/05/16	106428	Information Technology Systems Analyst	Y	SRNA	13	T	W	1.00	\$ 93,567.00	1.00	\$ 85,020.00	N
BED160HA	N/A	03/10/16	118255	Office Assistant III	N	SR08	3	P	W	1.00	\$ 26,712.00	1.00	\$ 26,700.00	Y
BED160HD	N/A	09/21/15	27586	Office Assistant IV	N	SR10	3	P	W	1.00	\$ 28,872.00	1.00	\$ 28,872.00	Y
BED160HD	N/A	08/30/16	122081	HHFDC TOD Coordinator	Y	SRNA	13	T	W	1.00	\$ 60,780.00	1.00	\$ 75,000.00	N
BED160HD	N/A	11/28/16	42091	Secretary I	N	SR12	3	P	W	1.00	\$ 31,236.00	1.00	\$ 31,236.00	N
BED160HD	N/A	07/15/15	27586	Office Assistant IV	N	SR10	3	P	W	1.00	\$ 28,872.00	1.00	\$ 28,872.00	Y

Department of Business, Economics Development Tourism
 Positions Filled from July 1, 2015 to November 30, 2016

Table 13

<u>Prog ID</u>	<u>Sub- Org</u>	<u>Effective Date Position Filled</u>	<u>Position Number</u>	<u>Position Title</u>	<u>Exempt (Y/N)</u>	<u>SR Level</u>	<u>BU Code</u>	<u>T/P</u>	<u>MOF</u>	<u>- Budgeted FTE</u>	<u>Budgeted Salary</u>	<u>- Actual FTE</u>	<u>Actual Salary</u>	<u>Occupied by 89 Day Hire (Y/N)</u>
BED160HD	N/A	12/18/15	42103	Office Assistant IV	N	SR10	3	P	W	1.00	\$ 31,236.00	1.00	\$ 28,872.00	N
BED160HD	N/A	06/01/16	27586	Office Assistant IV	N	SR10	3	P	W	1.00	\$ 28,872.00	1.00	\$ 28,872.00	Y
BED160HF	N/A	09/01/16	100375	Housing Loan Specialist I	Y	SRNA	13	T	W	1.00	\$ 68,368.00	1.00	\$ 59,736.00	N
BED160HF	N/A	02/10/16	104676	Housing Finance Specialist II	Y	SRNA	13	T	W	1.00	\$ 86,503.00	1.00	\$ 93,060.00	N

* Funded by CIP funds

Positions Established by Acts other than the State Budget as of November 30, 2016

<u>Prog ID</u>	<u>Sub-Org</u>	<u>Date Established</u>	<u>Legal Authority</u>	<u>Position Number</u>	<u>Position Title</u>	<u>Exempt (Y/N)</u>	<u>SR Level</u>	<u>BU Code</u>	<u>T/P</u>	<u>MOF</u>	<u>FTE</u>	<u>Annual Salary</u>	<u>Filled (Y/N)</u>	<u>Occupied by 89 Day Hire (Y/N)</u>
BED 138 GI	N/A	5/1/2015	Act 211, SLH 2013	121719	HGIA Accountant	Y	SRNA	73	T	B	0.49	\$ 43,324.00	Y	N
BED 144 PZ	N/A	8/1/2015	HRS 76- 16(b)(12)	121808	CZM Policy Analyst	Y	SRNA	73	T	N	0.49	\$ 27,072.00	Y	N
BED 144 PL	N/A	11/1/2016	Act 127, SLH 2016	122197	Special Plans Project Analyst	Y	SRNA	13	T	A	1.00	\$ 65,000.00	N	N

Overtime Expenditure Summary

Prog ID	Sub- Org	Program Title	MOF	FY16 (actual)			FY17 (estimated)			FY18 (budgeted)		
				Base Salary	Overtime	Overtime	Base Salary	Overtime	Overtime	Base Salary	Overtime	Overtime
				\$\$\$\$	-\$-\$-\$	Percent	\$\$\$\$	-\$-\$-\$	Percent	\$\$\$\$	-\$-\$-\$	Percent
BED100		Business Development and Support Division	A	\$ 752,136	\$ 66	0.01%	\$ 788,280	\$ 100	0.01%	\$ 788,280	\$ 100	0.01%
BED103		Land Use Commission	A	\$ 415,320	\$ 1,476	0.36%	\$ 442,916	\$ 2,000	0.45%	\$ 442,916	\$ 2,000	0.45%
BED105		Creative Industries Division	A	\$ 796,596	\$ 359	0.05%	\$ 843,520	\$ 500	0.06%	\$ 843,520	\$ 500	0.06%
BED107		Foreign Trade Zone	B	\$ 853,200	\$ 1,021	0.12%	\$ 883,740	\$ 1,500	0.17%	\$ 891,576	\$ 1,500	0.17%
BED113		Hawaii Tourism Authority	B	\$ 2,655,541	\$ 1,203	0.05%	\$ 2,841,137	\$ 1,000	0.04%	\$ 2,859,163	\$ 1,000	0.03%
Bed142		Departmental Administration	A	\$ 1,764,072	\$ 7,634	0.43%	\$ 1,944,259	\$ 8,000	0.41%	\$ 1,964,719	\$ 8,000	0.41%
BED146		Natural Energy Lab of Hawaii Authority	B	\$ 1,390,327	\$ 2,299	0.17%	\$ 1,435,182	\$ 3,000	0.21%	\$ 1,435,182	\$ 3,000	0.21%
BED160		Hawaii Housing Finance & Development Corporation	W	\$ 4,538,748	\$ 6,198	0.14%	\$ 4,789,254	\$20,000	0.42%	\$ 4,798,686	\$10,000	0.21%

Department of Business, Economic Development and Tourism
Active Contracts as of December 1, 2016

Prog ID	MOF	Amount	Frequency (M/A/O)	Max Value	Outstanding Balance	Term of Contract			Entity	Contract Description	Explanation of How Contract is Monitored	POS Y/N	Category E/L/P/C/G/S
						Date Executed	From	To					
BED 107	B	16,800	M	16,800	9,158	3/12/2013	1/15/2015	2/12/2016	ALLIANCE PERSONNEL INC.	TEMPORARY LABOR SVCS TO PERFORM STAGING OF CONTAINERS, GENERAL LABOR	Officer in charge monitors	Y	S
BED 107	B	9,150	M	9,150	4,013	5/10/2016	5/11/2016	4/4/2017	ALLIANCE PERSONNEL INC.	TEMPORARY LABOR SVCS TO PERFORM STAGING OF CONTAINERS, GENERAL LABOR	Officer in charge monitors	Y	S
BED 107	B	1,783,000	O	1,783,000	117,650	9/1/2016	9/6/2016	12/29/2016	CERTIFIED CONSTRUCTION, INC.	REPAIR ROOF AND GUTTER AT FTZ	Officer in charge monitors	Y	S
BED 107	C	137,677	O	137,677	22,817	3/23/2015	3/27/2015	6/30/2016	CHAN, LOU & ASSOCIATES, INC.	ROOF REPAIR ENGINEERING DESIGN	Officer in charge monitors	Y	S
BED 107	B	16,416	M	16,416	6,156	4/3/2013	4/11/2016	3/31/2017	COMPUTRUST COMPUTER	APPLICATION & SYSTEMS MAINTENANCE OF THE FTZ's HFTZIPS SYSTEM	Officer in charge monitors	Y	S
BED 107	B	31,985	M	31,985	12,171	9/2/2014	12/17/2015	3/9/2016	HAWAIIAN TELCOM	NETWORK & DESKTOP SUPPORT SVCS FOR THE FOREIGN-TRADE ZONE	Officer in charge monitors	Y	S
BED 107	B	25,085	M	25,085	13,413	11/27/2013	11/2/2016	11/1/2017	HONOLULU DISPOSAL SERVICE, INC	REFUSE COLLECTION & DISPOSAL SVCS	Officer in charge monitors	Y	S
BED 107	B	30,270	M	60,540	37,466	1/17/2014	11/17/2015	12/8/2016	ISLAND WIDE A/C SERVICE, LLC	PROVIDE AIR CONDITIONING MAINTENANCE SVCS FOR FTZ#9, PIER 2	Officer in charge monitors	Y	S
BED 107	B	32,535	O	32,535	17,804	5/6/2016	5/9/2016	1/28/2017	KIGYO, HOKULANI, LLC	FORKLIFT & GOLF CART MAINTENANCE & REPAIR SVCS AT FTZ PIER	Officer in charge monitors	Y	S
BED 107	B	81,536	O	81,536	60,045	3/12/2013	3/15/2013	1/9/2016	KIGYO, HOKULANI, LLC	FORKLIFT & GOLF CART MAINTENANCE & REPAIR SVCS AT FTZ PIER	Officer in charge monitors	Y	S
BED 107	B	10,860	M	10,860	8,087	8/31/2012	7/18/2014	8/20/2015	KONE, INC.	Elevator maintenance svc American Brewery Building	Officer in charge monitors	Y	S
BED 107	B	4,446	M	4,446	985	11/18/2015	11/19/2015	11/15/2016	SCHINDLER ELEVATOR CORPORATION	ELEVATOR MAINTENANCE AND REPAIR SERVICES	Officer in charge monitors	Y	S
BED 107	B	23,244	M	23,244	23,244	10/5/2016	10/10/2016	9/13/2017	STANDARD SHEETMETAL	AIR CONDITIONING MAITENANCE	Officer in charge monitors	Y	S
BED 107	B	120,000	M	120,000	16,452	3/18/2016	3/21/2016	12/20/2016	STAR PROTECTION AGENCY, LLC	TO PROVIDE SECURIT GUARD SERVICE FOR THE FACILITIES AND GROUND OF THE FTZ	Officer in charge monitors	Y	S

Department of Business, Economic Development and Tourism
Active Contracts as of December 1, 2016

Table 16

Prog ID	MOF	Amount	Frequency (M/A/O)	Max Value	Outstanding Balance	Term of Contract			Entity	Contract Description	Explanation of How Contract is Monitored	POS Y/N	Category E/L/P/C/G/S
						Date Executed	From	To					
BED 107	B	12,350	O	12,350	12,350	10/10/2016	10/11/2016	10/10/2017	TOWILL, R. M. CORPORATION	SUREVEY ACCESS ROAD	Officer in charge monitors	Y	S
BED 107	B	23,000	M	23,000	6,350	4/26/2016	4/29/2016	1/11/2017	WONG, BRANDEN M.	TO PROVIDE JANITORIAL SERVICES AT THE FOREIGN-TRADE ZONE	Officer in charge monitors	Y	S
BED 128	A	80,000.00	O	80,000.00	28,773.80	11/3/2015	11/3/2015	12/31/2016	RS&H, INC.	Spaceport application to license KOA as a spaceport to support commercial horizontal Reusable Launch Vehicles.	Program reviews application, contract and invoices	Y	S
BED 138	B	200,000	O	200,000	200,000	5/20/2014	5/20/2014	6/30/2018	MCCORRISTON MILLER MUKAI	SPECIAL DEPUTY ATTORNEY GENERAL SVCS FOR CORPORATE FINANCE FOR THE HAWAII GREEN INFRASTRUCTURE AUTHORITY (GEMS PROGRAM)	Periodic meetings and conference calls on status of audit and approval of invoices	Y	S
BED 138	B	164,398	O	164,398	54,974	9/21/2015	9/21/2015	9/30/2017	N&K CPAS, INC.	PROVIDE AUDITING SERVICES FOR THE HAWAII GREEN INFRASTRUCTURE AUTHORITY FOR FY 2015, FY 2016, AND FY 2017	Periodic meetings and conference calls on status of audit and approval of invoices	Y	S
BED 120	B	80,000	O	228,600	55,762	5/5/2014	5/1/2014	6/30/2017	ACCUITY CONSULTING SERVICES,	TECHNICAL SUPPORT AND ADMINISTRATIVE ASSISTANCE IN PROJECT MANAGEMENT DUTIES FOR THE HAWAII GREEN INFRASTRUCTURE AUTHORITY (GEMS PROGRAM)	In person meetings, email and phone communications, approval of allowable costs on an as needed basis	Y	S
BED 120	B	149,100	O	149,100	149,100	8/18/2016	8/15/2016	8/15/2018	CASCADIA CONSULTING GROUP, INC.	PROVIDE ADVISORY SERVICES TO DEVELOP A CLEAN ENERGY INNOVATION STRATEGIC PLAN	Periodic conference calls, email and phone communications, approval of allowable costs on an as needed basis	Y	S
BED 120	B	75,000	O	75,000	75,000	10/19/2016	10/19/2016	6/30/2016	DUNCAN, WEINBERG, GENZER &	PROVIDE DBEDT/SID PROFESSIONAL REGULATORY & EXPERT WITNESS-RELATED TECHNICAL SUPPORT IN ENERGY POLICY PROCEEDINGS.	Periodic meetings, email and phone communications, approval of allowable costs on an as needed basis	Y	S

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						Date Executed	From	To					
BED 120	B	50,000	O	50,000	6,539	5/19/2016	4/18/2016	6/30/2017	DUNCAN, WEINBERG, GENZER &	PROVIDE DBEDT/SID PROFESSIONAL REGULATORY & EXPERT WITNESS-RELATED TECHNICAL SUPPORT IN ENERGY POLICY PROCEEDINGS.	Periodic meetings, email and phone communications, approval of allowable costs on an as needed basis	Y	S
BED 120	P	320,000	O	320,000	85,929	10/1/2014	8/21/2013	12/30/2016	ENGINEERING ECONOMICS INC	TECHNICAL ASSISTANCE FOR STATE AND LOCAL GOVERNMENTS FOR ADVANCING ENERGY EFFICIENCY IN HAWAII PUBLIC FACILITIES	Periodic meetings, email and phone communications, approval of allowable costs on an as needed basis	Y	S
BED 120	B	150,000	O	150,000	75,000	8/20/2015	8/24/2015	12/31/2017	GREENBIZ GROUP INC	PROVIDE SERVICES RELATED TO THE ASIA PACIFIC CLEAN ENERGY SUMMIT AND EXPO	Monthly status updates, phone calls and emails. Quarterly meetings, monthly review of deliverables for invoice pmt	Y	S
BED 120	A	211,825	O	211,825	211,825	4/20/2016	6/28/2016	10/31/2017	HONOLULU COMMUNITY ACTION	STATE GRANT-IN AID TO BE ADMINISTERED BY HCA PROGRAM TO PROVIDE ENERGY EFFICIENCY IMPR. TO ELIGIBLE HOMES.	Periodic meetings, email and phone communications, approval of allowable costs on an as needed basis	Y	S
BED 120	B	100,000	O	100,000	58,116	4/7/2016	4/8/2016	2/28/2017	MILICI VALENTI NG PACK, INC.	PROVIDE MARKETING/PUBLIC RELATIONS SUPPORT SVCS FOR THE STATE ENERGY OFFICE PROJECT	Periodic meetings, email and phone communications, approval of allowable costs on an as needed basis	Y	S
BED 120	B	500,000	O	1,200,000	17,720	10/18/2010	7/5/2011	12/31/2016	NAVIGANT CONSULTING, INC.	PROVIDES TECHNICAL ASSISTANCE FOR CABLE-RESEARCH & DEVELOPMENT	Interim technical and operational reports, review & approve invoices, teleconferences	Y	S

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						Date Executed	From	To					
BED 120	B	500,000	O	500,000	179,997	12/4/2014	12/5/2014	9/30/2016	PACIFIC INTERNATIONAL CENTER	TO EXECUTE ACTIVITIES THAT WILL SUPPORT ENERGY INNOVATION AND TECHNOLOGY IN HAWAII	Weekly status updates, phone calls and emails. Quarterly meetings, monthly review of deliverables for invoice payment	Y	S
BED 120	B	1,002,500	O	1,002,500	240,851	12/11/2014	12/16/2014	6/30/2017	RENEWABLE FUNDING, LLC	DESIGN, DEPLOY, & ADMINISTER LOW-COST FINANCING FOR THE HAWAII GREEN INFRASTRUCTURE AUTHORITY	Periodic meetings, email and phone communications, approval of allowable costs on an as needed basis	Y	S
BED 120	B	250,000	O	250,000	164,402	5/8/2015	5/14/2015	6/30/2017	SHEEHAN GROUP-PACIFIC LLC	EXPERT WITNESS TECHNICAL SUPPORT FOR REGULATORY PROCEEDINGS INVOLVING THE STATE, ITS AGENCIES< AND ITS OFFICERS, INCLUDING ADMIN QUASI-JUDICIAL PROCEEDINGS	Weekly status updates, phone calls and emails. Quarterly meetings, monthly review of deliverables for invoice payment	Y	S
BED 120	B	99,782	O	99,782	49,891	12/4/2014	12/5/2014	12/31/2015	UNIVERSITY OF HAWAII	CONDUCT GEOPHYSICAL SURVEYS FOR GEOTHERMAL ENERGY RESOURCES ON HAWAII ISLAND	Monthly status updates, phone calls and emails. Quarterly meetings, monthly review of deliverables for invoice pmt	Y	S
BED 120	B	80,000	O	200,000	65,122	5/20/14	5/20/14	6/30/2015	MCCORRISTON MILLER MUKAI MACKINNON, LLP	Special Deputy AG to provide corporate finance assistance for the Green Energy Market Securitization (GEMS) program.	Periodic meetings, email and phone communications, approval of allowable costs on an as needed basis	Y	S

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						Date Executed	From	To					
BED 146	B	66,759	O	66,759	10,014	3/25/2015	10/20/2014	4/11/2017	ASM AFFILIATES	NELHA ARCHAEOLOGICAL INVENTORY SURVEY	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 146	B	164,500	O	164,500	164,500	6/24/2016	11/21/2016	11/20/2017	ASM AFFILIATES	ARCHAEOLOGICAL CONSTRUCTION MONITORING FOR NELHA FRONTAGE ROAD	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 146	B	40,000	O	40,000	2,767	1/30/2015	1/12/2015	6/11/2016	CALTROL, INC.	DEVELOPMENT & INTEGRATION OF NELHA SCADA SYSTEM	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 146	B	21,875	O	21,875	3,646	12/11/2015	11/17/2015	12/23/2016	ENGINEERING PARTNERS, INC.	DESIGN IMPR. TO NELHA RESEARCH CAMPUS OPT TO EXTEND 2-180DAYS	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 146	C	4,444,638	O	4,444,638	416,031	6/30/2014	10/20/2014	2/7/2017	F & H CONSTRUCTION	NELHA ALTERNATIVE ENERGY AND BIOTECHNOLOGY INCUBATOR	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S

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						Date Executed	From	To					
BED 146	D	453,484	O	453,484	45,486	10/16/2013	8/15/2013	1/27/2017	INK ARCH, LLC.	DESIGN AND CONSTRUCTION MANAGEMENT SERVICES FOR INCUBATOR BUILDING	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 146	C	6,985,800	O	7,684,380	7,684,380	5/23/2016	11/21/2016	11/21/2017	ISEMOTO CONTRACTING CO., LTD.	NELHA FRONTAGE RD & INTERSECTION CONNECTIONS IFB 16-01--NELHA	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of	N	S
BED 146	B	162,253	M	162,253	40,832	1/3/2014	1/3/2014	1/2/2017	JAN-GUARD HAWAII, INC.	SECURITY SERVICES EXPENSES	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 146	B	351,102	O	738,345	301,136	3/31/2010	7/30/2010	5/17/2017	PARSONS BRINCKERHOFF, INC.	NELHA/AIRPORT CONNECTOR ROAD	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 146	B	513,000	O	513,000	513,000	6/24/2016	10/15/2016	12/14/2017	SSFM INTERNATIONAL INC	CONSTRUCTION MGT SERVICES FOR NELHA FRONTAGE ROAD	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S

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						Date Executed	From	To					
BED 146	B	2,500,000	O	2,500,000	2,500,000	6/29/2016	8/17/2016	8/17/2018	WATER RESOURCES	PLAN, DESIGN AND CONSTRUCT POTABLE WATER WELL	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 146	B	652,645	O	652,645	483,081	9/12/2016	8/15/2016	1/19/2017	NAN, INC.	CONSTRUCTION OF HYDROGEN FUELING TEST BED AT NELHA	Contract monitored based upon deliverables outlined in the scope of services and compensation sections of the contract. The OIC monitors the contract.	Y	S
BED 142	A	375,000	O	375,000	250,000	8/16/2016	8/17/2016	8/16/2019	JP Morgan Securities LLC	PUBLIC-PRIVATE PARTNERSHIP CONSULTING ENGAGEMENT	Officer in charge monitors contract and authorizes payment	Y	S
BED 100	A	25,000	O	25,000	20,000	6/6/2016	6/7/2016	4/28/2017	HAWAII FUKUOKA KENJIN KAI	THE HAI FUKUOKA KENJIN KAI WILL ASSIST IN THE EVENTS THAT WIL CELEBRATE THE35TH ANNIVERSARY OF THE HI FUJUKUOKA SISTER-STATE	Monitor as work performed and approve invoices based on work done	Y	S
BED 100	A	95,000	O	95,000	55,000	8/10/2016	8/12/2016	6/14/2017	U.S. JAPAN COUNCIL	To coorganize a Japan-Hawaii Ecoomic Summit	Monitor as work performed and approve invoices based on work done	Y	S
BED 100	A	30,000	O	30,000	30,000	8/3/2016	9/1/2016	6/23/2017	HONOLULU JAPANESE CHAMBER OF COMMERCE	To facilitate, organize and coordinate events for the Hawaii-Hiroshima relationship	Monitor as work performed and approve invoices based on work done	Y	S
BED 100	A	155,000	O	155,000	105,000	6/24/2016	6/28/2016	3/21/2018	STUDY HAWAII EDUCATIONAL	STUDY HAWAII SHALL SUPPORT THE STATE'S MARKETING & PROMOTIONAL EFFORTS IN BRANDING THE STATE AS AN EXCELLENT EDUCATIONAL LOCATION FOR INTERNATIONAL	Monitor as work performed and approve invoices based on work done	Y	S

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						Date Executed	From	To					
BED 143	P	54,000	O	54,000	50,250	10/7/2015	10/8/2015	30-Jun-17	3D INNOVATIONS LLC	CONTRACTOR WILL ASSIST LBIS NETWORKS INC. A HTDC INNOVATE HI CLIENT BY PROVIDING ENGINEERING DESIGN ASSISTANCE & SUPPORT	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	P	30,000	O	30,000	30,000	2/4/2016	2/5/2016	2/5/2017	ACET GLOBAL CONSULTING, LLC	SAFE QUALITY FOODS(SQF) IMPLEMENTATION/GOOD MANUFACTURING PRACTICES	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	95,000	O	95,000	78,204	5/12/2016	5/13/2016	4/30/2017	BECKER COMMUNICATIONS INC.	MARKETING/PUBLIC RELATIONS SUPPORT SVCS FOR HTDC	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	P	1,529,402	O	1,529,402	1,529,402	9/15/2016	9/15/2016	7/31/2017	BURNS & MCDONNELL ENGINEERING	INITIAL FUNDING FOR MICROGRID PROJECT	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	1,032,499	O	1,032,499	626,680	11/18/2011	11/10/2015	10/31/2016	COLLIER'S INTL HI HOLDINGS LLC	ASSET MANAGEMENT FOR MANOA INNOVATION CENTER (MIC)	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	124,800	O	124,800	77,935	11/3/2015	11/4/2015	10/31/2016	DOI, WARREN S.	NEIGHBOR ISLAND INNOVATION INITIATIVE (NI3) IMPLEMENTATION CONTRACTOR ON MAUI	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	C	2,597,934	O	2,597,934	1,509,802	3/23/2015	3/27/2015	various	FERRARO CHOI & ASSOCIATES,	PLANNING & DESIGN OF HTDC'S FACILITY ON KAKAAKO MAKAI LOT C	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	N	2,434,663	O	2,434,663	749,709	1/30/2013	2/1/2013	12/31/2016	H NU PHOTONICS LLC	INITIAL FUNDING TOWARDS CONTRACT TO DEVELOP, FABRICATE & DELIVER A ZERO ET ENERGY, CONCENTRATED PHOTOVOLTAIC & BATTERY ENERGY STORAGE SYSTEM	Invoices are matched against CAVR. Approval obtained before payment.	Y	S

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						Date Executed	From	To					
BED 143	B	96,000	O	96,000	48,000	3/11/2016	3/14/2016	12/31/2016	HAWAII PACIFIC EXPORT COUNCIL	CONTRACTOR TO PROVIDE STRATEGIC EXPORT DEVELOPMENT SVCS & TRAINING	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	P	212,856	O	212,856	212,856	1/18/1994	9/1/2016	12/31/2016	HAWAIIAN ELECTRIC CO., INC.	LEASE OF WAREHOUSE/OFFICE SPACE AT 531 COOKE ST. (HAWAII ELECTRIC VEHICLE PROGRAM)	Invoices are matched against CAVR. Approval obtained before payment.	N	L
BED 143	B	130,000	O	170,000	93,350	6/10/2014	11/20/2014	6/30/2016	INSYNERGY ENGINEERING, INC.	TECHNICAL ASSISTANCE FOR ENERGY PERFORMANCE CONTRACTING TO STATE & COUNTY GOVT.	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	111,900	O	111,900	76,361	1/5/2016	1/6/2016	11/30/2016	LARRABEE, PATRICIA L.	TO PROVIDE A MODEL PLAN FOR A GERIATRIC, DISABILITY, R&D TECHNOLOGY PARK	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	48,000	O	96,000	53,413	11/3/2015	11/4/2015	31-Oct-16	LEONARD, THOMAS J.	NEIGHBOR ISLAND INNOVATION INITIATIVE (NI3) IMPLEMENTATION CONTRACTOR ON HAWAII ISLAND	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	98,000	O	98,000	94,553	4/26/2016	4/29/2016	4/30/2017	MILICI VALENTI NG PACK, INC.	PROVIDE MARKETING/PUBLIC RELATIONS SUPPORT SVCS	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	10,000	O	10,000	4,026	11/13/2015	11/17/2015	15-Nov-16	MONTANA STATE UNIVERSITY	CONTRACTOR TO PROVIDE CERTAIN SERVICES PERTAINING TO MANUFACTURING AND MANUFACTRABILITY FOR INNOVATE HAWAII CLIENT, SPLIT FUNDED CONTRACT	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	253,722	O	253,722	239,679	1/20/2016	1/21/2016	12/31/2016	PERKINS+WILL INC.	Professional scvs for Kakaako Makai Parks master plan and EIS	Invoices are matched against CAVR. Approval obtained before payment.	Y	S

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Table 16

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						Date Executed	From	To					
BED 143	N	682,000	O	682,000	105,000	11/16/2011	11/29/2011	12/31/2016	US HYBRID CORPORATION	INITIAL FUNDING OF CONTRACT TO CONVERT DUMP TRUCK TO HYDROGEN POWERED FUEL CELL HYBRID SYSTEM	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	N	1,133,113	O	1,133,113	255,000	8/15/2012	8/31/2012	12/31/2016	US HYBRID CORPORATION	INITIAL FUNDING OF CONTRACT TO INTEGRATE A SECURE POWER ON DEMAND SYSTEM TO FUEL CELL HYBRID SYSTEM	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	P	613,378	O	613,378	118,301	9/11/2012	12/2/2015	12/31/2016	US HYBRID CORPORATION	INITIAL FUNDING OF CONTRACT TO CONVERT A WEAPONS LOADER TO A HYDROGEN FUEL CELL HYBRID SYSTEM	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	1,175,102	O	1,891,818	53,500	2/3/2012	5/8/2014	3/31/2017	US HYBRID CORPORATION	FUNDING OF CONTRACT TO CONVERT SHUTTLE BUS TO HYDROGEN POWERED FUEL CELL HYBRID SYSTEM, SUPPL. 2	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	580,875	O	580,875	125,232	3/21/2012	3/21/2012	3/31/2017	US HYBRID CORPORATION	INITIAL CONTRACT CONVERT STEP VA	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	B	1,681,811	O	1,681,811	186,826	8/31/2012	8/31/2012	12/31/2016	US HYBRID CORPORATION	INITIAL CONTRACT TO CONVERT TOW TRACTOR	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	P	316,800	O	316,800	264,000	5/22/2015	6/3/2015	5/31/2018	US HYBRID CORPORATION	INITIAL FUNDING FOR ON-SITE MAINTENANCE SERVICE & SUPPORT FOR ALTERNATIVE VEHICLE FLEET BEING DEMONSTRATED & OPERATED AT JBPHH	Invoices are matched against CAVR. Approval obtained before payment.	Y	S
BED 143	P	868,550	O	868,550	599,000	12/30/2015	1/2/2016	5/31/2018	US HYBRID CORPORATION	INITIAL FUNDING FOR ON SITE OPERATIONS OF, SUPPORT, AND MAINTENANCE OF THE RENEWABLE HYDROGEN PRODUCTION AND DISPENSING STATION LOCATED AT THE	Invoices are matched against CAVR. Approval obtained before payment.	Y	S

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Prog ID	MOF	Amount	Frequency (M/A/O)	Max Value	Outstanding Balance	Term of Contract			Entity	Contract Description	Explanation of How Contract is Monitored	POS Y/N	Category E/L/P/C/G /S
						Date Executed	From	To					
BED 150	W	\$ 330,829	M	\$ 330,829	\$ 227,192	4/9/2015	4/15/2015	5/31/2017	AECOM TECHNICAL SERVICES, INC.	Comply with NPDES permit requirements in Kakaako and Kewalo Basin Harbor Opt to Exted 12 mos	Contracts are monitored continuously through discussion with contractor and review of all invoices piror to payment	Y	S
BED 150	W	\$ 31,250	O	\$ 31,250	\$ 31,250	5/31/2016	6/1/2016	12/3/2016	BISHOP & COMPANY, INC.	Executive search firm services	Contracts are monitored continuously through discussion with contractor and review of all invoices piror to payment	Y	S
BED 150	W	\$ 4,854,900	O	\$ 5,386,914	\$ 159,132	5/28/2013	5/6/2015	9/28/2014	CLOSE CONSTRUCTION, INC.	Renovation of the American Brewery Building Kakaako	Contracts are monitored continuously through discussion with contractor and review of all invoices piror to payment	Y	S
BED 150	C	\$ 432,123	O	\$ 432,123	\$ 432,123	6/30/2016	7/6/2016	NTP	COLUCCIO,FRANK CONSTRUCTION CO	CONSTRUCTION OF LAKAELOA ENERGY CORRIDOR PROJECT	Contracts are monitored continuously through discussion with contractor and review of all invoices piror to payment	Y	S
BED 150	W	\$ 155,397	O	\$ 155,397	\$ 151,672	4/26/2011	6/15/2011	After SHPD approval	CULTURAL SURVEYS HAWAII, INC.	Archaeological monitoring for the Fort Barette/Enterprise Road Energy Corridor	Contracts are monitored continuously through discussion with contractor and review of all invoices piror to payment	Y	S

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						Date Executed	From	To					
BED 150	W	\$ 10,000	M	\$ 27,660	\$ 20,406	4/25/2014	4/18/2016	4/30/2016	DOONWOOD ENGINEERING, INC.	Furnishing maintenance and repair scvs for sewage pump systems at Kakaako Waterfront	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 25,000	O	\$ 25,000	\$ 18,000	10/16/2013	10/17/2013	Until completion of project or any resulting judicial or quasi-judicial proceedings	ENGLEKIRK STRUCTURAL ENGINEERS	Expert consultant services for renovations of the American Brewery Bldg	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 350,000	O	\$ 350,000	\$ 197,751	5/14/2014	5/15/2014	No expiration	FUKUNAGA MATAYOSHI HERSHEY &	Retain special legal counsel to represent HCDA regarding complaint filed by Close Construction	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	C
BED 150	W	\$ 13,560	M	\$ 33,500	\$ 31,937		9/29/2014	10/7/2016	HAWAII NATIONAL LANDSCAPE,	Landscape maintenance scvs for Ilalo St., Ahui, Ohe and Olomehani Streets, Queen St. Extension	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 96,000	M	\$ 233,862	\$ 83,954	11/12/2013	11/20/2015	12/2/2016	HAWAII NATIONAL LANDSCAPE,	Landscape maintenance scvs for Kakaako Waterfront, Makai Gateway and Kewalo Basin	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S

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						Date Executed	From	To					
BED 150	W	\$ 119,600	M	\$ 702,000	\$ 702,000	11/15/2016	12/3/2016	12/2/2019	HAWAII NATIONAL LANDSCAPE,	LANDSCAPE MAINTENANCE SVCS FOR KWP, MGP, KBP	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 30,000	M	\$ 127,010	\$ 105,237	7/20/2010	1/19/2016	1/31/2018	HAWAII PLUMBING GROUP, LLC	BLDG MAINTENANCE SVCS FOR HCDA OFFICE AT 547 QUEEN ST AM BREWERY BLDG	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	C	\$ 489,968	O	\$ 490,968	\$ 164,895	10/31/2012	11/2/2012	12/2/2017	HO, RONALD N. S. & ASSOCIATES,	Design Contract Kalaeloa East Energy Corridor	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	C	\$ 563,890	O	\$ 1,080,938	\$ 327,223	7/20/2010	6/16/2016	Final acceptance from the State	HO, RONALD N. S. & ASSOCIATES,	Design Contract Kalaeloa Energy Corridor on Enterprise	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	C	\$ 6,547	M	\$ 138,570	\$ 138,570	11/17/2016	12/1/2016	11/30/2019	HONEYWELL INTERNATIONAL INC	MAINTENANCE & REPAIRS OF AIR CONDITION OF MAERICAN BREWERY BLDG	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S

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						Date Executed	From	To					
BED 150	W	\$ 72,237	M	\$ 174,474	\$ 103,760	11/7/2014	11/14/2014	11/16/2016	HONOLULU MERCHANT PATROL &	Furnish security and vehicle towing services	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 60,816	M	\$ 70,816	\$ 27,288	3/12/2015	3/16/2015	3/17/2017	KLEENCO CORPORATION	Janitorial scvs for American Brewery Building	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 5,000	M	\$ 14,200	\$ 9,788	6/30/2015	7/1/2016	6/30/2015	KONE, INC.	Elevator maintenance svc American Brewery Building	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 350,000	O	\$ 350,000	\$ 284,256	7/22/2013	7/23/2013	Until completion of Scope of Services are completed	LAW OFFICES OF KYONG-SU-IM	Legal svcs for 690 Pohukaina Project	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	C
BED 150	W	\$ 284,302	O	\$ 290,706	\$ 86,602	12/19/2011	8/13/2012	12/14/2014	MITSUNAGA & ASSOCIATES, INC.	Remediation and converting american brewery bldg to office space	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S

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BED 150	W	\$ 91,798	O	\$ 91,798	\$ 80,198	12/3/2015	12/4/2015	12/12/2020	MOFFATT & NICHOL	PROFESSIONAL SERVICES FOR KEWALO BASIN HARBOR FISHERMAN'S WHARF REPAIRS	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 48,537	M	\$ 127,074	\$ 77,464	11/3/2015	11/4/2015	12/2/2017	NOHONANI LANDSCAPE, LLC	KAKAAKO COMMUNITY DEVELOPMENT DISTRICT, OAHU	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 30,000	M	\$ 104,130	\$ 64,919	1/7/2015	12/18/2015	1/2/2016	OCEANIT LABORATORIES, INC.	Migrate HCDA local area network to new office at Brewery Bldg	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 150,000	M	\$ 296,000	\$ 7,895	12/6/2010	11/1/2012	12/2/2013	PARADISE PROPERTIES INC.	Furnishing grounds maintenance scvs for Kakaako Waterfront, Kakaako Makai Gateway and Kewalo Basin	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	C	\$ 4,847,700	O	\$ 4,847,700	\$ 4,847,700	6/14/2016	6/15/2016	no NTP (330 days)	PAUL'S ELECTRICAL CONTRACTING,	CONSTRUCTION OF KALAELOA ENERGY CORRIDOR PROJECT	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S

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BED 150	W	\$ 21,600	M	\$ 21,600	\$ 11,080	9/8/2011	9/19/2013	9/18/2014	PUANANI LANDSCAPE/MAINTENANCE	Landscape maintenance for piano lot, Ilalo St Median, Ohe, Ahui, Olomehani St tree wells	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	C	\$ 217,405	O	\$ 217,405	\$ 83,058	2/10/2014	1/22/2015	3/31/2017	SEA ENGINEERING, INC.	Design Kewalo Basin jetty repairs	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	C	\$ 1,000,000	O	\$ 1,000,000	\$ 304,340	6/23/2014	6/20/2014	12/16/2016	PACIFIC GATEWAY CENTER	REHABILITATION OF THE HISTORIC ALA MOANA PUMP STATION, KAKAAKO COMMUNITY	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 150	W	\$ 41,147	M	\$ 41,147	\$ 30,161	2/20/2014	2/29/2016	2/28/2016	WEST OAHU AGGREGATE CO., INC.	Refuse collection scvs for Kakaako Waterfront Parks, Kewalo Basin Parks, Kewalo Basin Harbor and Ahui St	Contracts are monitored continuously through discussion with contractor and review of all invoices prior to payment	Y	S
BED 144	P	134,548	O	134,548	89,548	6/29/2015	5/21/2015	12/31/2016	ECONOMIC DEVELOPMENT ALLIANCE	SVCS TO PREPARE THE 2015 HI STATEWIDE COMPREHENSIVE ECONOMIC DEVELOPMENT	Through respective contract scope of services, time of performance, compensation and payment schedule conditions.	Y	S

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BED 144	P	182,000	O	274,500	44,054	1/14/2015	12/9/2014	6/30/2016	KU'IWALU	DEVELOPMENT OF A NTL ESTUARINE RESEARCH RESERVE SYSTEM HAWAII SITE MANAGEMENT PLAN & PLANNING SVCS FOR NATIONAL ENVIRONMENTAL POLICY ACT	Through respective contract scope of services, time of performance, compensation and payment schedule conditions.	Y	S
BED 144	P	99,476	O	99,476	37,864	7/13/2015	5/8/2015	3/31/2017	MARTIN & CHOCK, INC.	DEVELOPMENT OF BLDG CODE AMENDMENTS TO REDUCE EXISTING & FUTURE BLDG	Through respective contract scope of services, time of performance, compensation and payment schedule conditions.	Y	S
BED 144	A	130,000	O	130,000	107,238	1/7/2016	12/1/2015	11/30/2016	OCEANIT LABORATORIES, INC.	Design, development, and enhancement of various Office of Planning Microsoft Office Access relational databases	Through respective contract scope of services, time of performance, compensation and payment schedule conditions.	Y	S
BED 144	A	49,714	O	49,714	49,714	10/5/2016	9/30/2016	9/30/2017	OCEANIT LABORATORIES, INC.	Design and development of Access database and GIS interface for State Transit-Oriented Development Inventory	Through respective contract scope of services, time of performance, compensation and payment schedule conditions.	Y	S
BED 144	A	100,000	O	100,000	94,750	9/14/2016	7/25/2016	6/30/2017	PBR HAWAII & ASSOCIATES, INC.	KALIHI AREA VISION REPORT	Through respective contract scope of services, time of performance, compensation and payment schedule conditions.	Y	S

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BED 144	A	49,933	O	49,933	49,993	10/5/2016	8/25/2016	6/30/2017	SSFMI INTERNATIONAL INC	COMPREHENSIVE REVIEW OF HRS CHPT 226	Through respective contract scope of services, time of performance, compensation and payment schedule conditions.	Y	S
BED 160	W	\$32,200	O	\$87,956	\$55,756	1/21/2011	1/21/11	2/14/14	Towill, R. M. Corporation	Professional engineering and land survey services for the Villages of Kapolei, Oahu.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S
BED 160	W	\$635,004	O	\$1,099,901	\$464,898	9/30/2015	10/1/15	9/30/17	Hawaii Affordable Properties, Inc.	Commercial and Residential Property Management and Maintenance Services at Kauhale Kakaako.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$875,525	O	\$1,523,836	\$648,311	9/30/2015	10/1/15	9/30/17	Hawaii Affordable Properties, Inc.	Commercial and Residential Property Management and Maintenance Services at Pohulani Elderly.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$639,148	O	\$1,313,843	\$674,695	11/24/2015	12/1/15	11/30/17	Hawaii Affordable Properties, Inc.	Property Management and Maintenance Services at La'ilani.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$758,635	O	\$829,481	\$70,846	2/26/2014	3/1/14	2/28/17	Hawaii Affordable Properties, Inc.	Property management and maintenance services at Kekuilani Courts.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S

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BED 160	W	\$2,191,425	O	\$2,353,104	\$161,679	3/28/2012	4/1/12	3/31/17	Hawaii Affordable Properties, Inc.	Property Management and Maintenance Services at Honokowai Kauhale.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$766,306	O	\$930,914	\$164,608	9/28/2012	10/1/12	9/30/17	Hawaii Affordable Properties, Inc.	Property Management and Maintenance Services at Nani O Puna.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$1,412,897	O	\$1,544,643	\$131,746	2/26/2014	3/1/14	2/28/17	Hawaii Affordable Properties, Inc.	Property management and maintenance services at Kamakee Vista.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$515,978	O	\$1,056,607	\$540,629	11/30/2015	12/1/15	11/30/17	Hawaii Affordable Properties, Inc.	Commercial and Residential Property Management and Maintenance Services at Kulia I Ka Nu'u.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$1,203,485	O	\$1,272,100	\$68,615	7/3/2012	6/12/12	7/14/16	Royal Contracting Co., Ltd.	Maintenance and repair of public roads with VOK, inclusive of signage, striping, markings, pothole and pavement repairs.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S
BED 160	W	\$97,489	O	\$113,899	\$16,410	10/7/2009	10/8/09	10/1/13	Kleen Sweeps, Inc.	Street sweeping designated areas of Villages of Kapolei	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$401,761	O	\$545,667	\$143,905	3/20/2012	3/1/12	2/28/17	CSG Advisors Incorporated	Financial Advisor - Single Family Lending - Financial advisory services for the Single Family Lending Programs. Completion date extended.	Staff oversees actual work; disbursements are monitored by Finance Office	Y	S

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BED 160	W	\$676,991	O	\$1,135,346	\$458,355	8/28/2013	8/28/13	9/5/17	Gray, Hong, Nojima & Associates, Inc.	Prepare Action Plans and Memorandum of Agreements for Sewer, Drainage and Roadway Infrastructure Dedication.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S
BED 160	W	\$2,025	O	\$75,000	\$72,975	9/20/2013	9/20/2013	1/19/2017	Belt Collins Hawaii Ltd	Follow-up community planning and engineering work as needed, as approved by HHFDC to ensure compliance with implementation of the Villages of Leiali'i Master Plan (Dec. 2009) and EIS (Oct. 2013)	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S
BED 160	W	\$30,000	O	\$45,000	\$15,000	5/30/2014	6/1/2014	5/31/2015	CohnReznick LLP	Consulting services for HHFDC's Low Income Housing Tax Credit (LIHTC) program and other financing resources administered by HHFDC.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$649,078	O	\$683,200	\$34,122	7/1/2011	6/4/2014	6/30/2016	Doonwood Engineering, Inc.	Perform Phase 3 line items of the Contractor's Form of Bid, and extend contract time by 731 days to a new contract completion date of June 30, 2016	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$53,754	O	\$78,240	\$24,486	2/14/2014	2/14/2014	2/29/2016	H.T.M. Contractors, Inc.	Provide street sweeping services along designated roadways at the Villages of Kapolei.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$150,578	O	\$418,300	\$346,155	6/19/2014	6/20/2014	6/19/2016	Standard Electric, Inc.	Repair and Maintenance of Street Lights and Electrical at the Villages of Kapolei.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S

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BED 160	W	\$88,649	O	\$145,000	\$56,351	7/24/2014	7/28/2014	7/27/2016	Pacific Isles Equipment	Repair and maintain sidewalks and storm drain catch basins within the Villages of Kapolei	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$169,107	O	\$177,931	\$8,824	10/2/2015	10/29/2014	4/28/2016	Cardno Tec, Inc.	Waiahole Valley - Preparation of Phase I, Phase II & Phase III environmental site assessments of Lot 33 located in Waiahole, Oahu, TMK: 4-8-10:2.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$56,445	O	\$457,651	\$401,206	2/26/2015	2/26/2015	8/17/2017	Bills Engineering Inc.	Provide professional engineering and related services for planning, design, construction and subdivision of the Waiahole Valley Water System, inclusive of environmental assessment, public relations, plans & specifications.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S
BED 160	W	\$703,040	O	\$798,000	\$94,960	3/10/2015	4/1/2015	3/31/2017	Island Landscaping and Maintenance, Inc.	Landscape maintenance to involve mowing, weeding, fertilizing, tree trimming, removal & disposal of debris, trash and cuttings, and shall also include maintenance and repair if irrigation system in Villages of Kapolei.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S

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BED 160	W	\$39,562	O	\$228,440	\$188,878	4/14/2015	4/23/15	4/22/17	Economic & Planning Systems, Inc.	Contract for real estate consulting services to assist HHFDC in the procurement of a private developer for the Villages of Kapolei Northwest Corner.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$419,732	O	\$517,360	\$97,628	4/20/2015	5/13/2015	11/9/2015	Underground Services, Inc.	Provide CCTV inspection of sewer and drainage system of the Villages of Kapolei.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$5,700	O	\$60,000	\$54,300	6/4/2015	7/1/15	6/30/16	Hawkins Delafield & Wood, LLP	Agreement between the Dept. of the Attorney General and Hawkins Delafield & Wood, LLP for Special Deputy Attn General Services. From 7/1/15 to 6/30/16 with an option to extend for one year period 7/1/16 to 6/30/17.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S
BED 160	W	\$9,160	O	\$26,031	\$16,871	4/24/2016	5/1/2015	4/30/2017	Armanino, LLP dba Armanino McKenna, LLP	Installation and training of loan receivable software linked to GP. Extended Performance for six (6) months.)	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S
BED 160	W	\$206,500	O	\$646,500	\$440,000	5/8/2015	7/1/15	6/30/18	Spectrum Seminars, Inc.	Compliance Monitoring Services for the three (3) year contract period with extended term of up to three (3) additional 12-month periods.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S

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BED 160	W	\$49,068	O	\$75,760	\$26,692	9/24/2015	9/24/15	1/27/17	SMS Research & Marketing Services, Inc.	Statewide housing study - comprehensive analysis of housing supply and demand, conditions, characteristics, and projections of housing need within specific geographic areas, by income groups & Native Hawaiian status.	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	G/S
BED 160	W	\$2,574	M	\$4,200	\$1,626	1/9/2014	2/1/15	1/31/16	United Courier Service dba United Armored Car Services	Security courier service contacted by State. Contract No. IFB-12-004-O	Staff oversees actual work; disbursements are monitored by Fiscal Office	Y	S
BED 160	W	\$11,841		\$11,865	\$24				Xerox Corporation	DCSHR66 (DocuShare 6.6 Stndrd); Smartdocx, Analyst Fee	Staff oversees actual work; disbursements are monitored by Fiscal Office.	Y	S
BED 160	W	\$7,822	O	\$93,219	\$85,397	6/14/2016	6/16/2016	6/15/2018	Jonique & Co., LLC	Provide street sweeping services for Villages of Kapolei.	Staff oversees actual work; disbursements are monitored by Fiscal Office.	Y	S
BED 160	W	\$93,411	O	\$302,500	\$209,089	6/21/2016	7/1/2016	6/30/2018	Doonwood Engineering, Inc.	Provide services for operation and maintenance of potable water system in Waiahole Valley.	Staff oversees actual work; disbursements are monitored by Fiscal Office.	Y	S
BED 160	W	\$22,690	O	\$188,951	\$166,260	6/28/2016	7/8/2016	7/7/2018	Pural Water Specialty Co., Inc.	Operation & maintenance of the VOK nonpotable water system for landscape irrigation uses.	Staff oversees actual work; disbursements are monitored by Fiscal Office.	Y	S

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BED 160	W	\$17,315	O	\$120,000	\$102,685	3/24/2016	3/25/2016	6/30/2017	Durrett, Ma & Lang, LLLP	Contractor shall provide legal services in connection with, and in support of HHFDC's Real Property Portfolio and corresponding Property Management Operations.	Staff oversees actual work; disbursements are monitored by Fiscal Office.	Y	S
BED 160	W	\$0	O	\$180,300	\$180,300	4/22/2013	4/22/2013	4/21/2017	JN Realty	Real estate services for HHFDC owned properties.	Staff oversees actual work; disbursements are monitored by Fiscal Office.	Y	S
BED 113	B	*	M			4/19/2019	4/19/2016	2/28/2017	Anthology Marketing Group dba Anthology Public Relations	MCI Public Relations services to Meet Hawai'i	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			8/2/2016	8/2/2016	6/30/2017	Ascendent Sports Group LLC	Services related to sport marketing and sporting events	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			12/15/2015	12/15/2015	12/31/2016	AVIAREPS Marketing Garden	External marketing services in the Korea MMA.	Submission of ATMP and budget and completion of Key Performance Indicators set by HTA	N	S
BED 113	B	*	M			12/31/2015	12/31/2015	12/31/2016	AVIAREPS Malaysia	External marketing services in the Southeast Asia GSA.	Submission of ATMP and budget and completion of Key Performance Indicators set by HTA	N	S
BED 113	B	*	M			9/8/2016	9/8/2016	12/31/2017	Business Events Hawai'i	Global MCI	Progress reports, final financial and written reports	N	S
BED 113	B	*				12/15/2015	12/15/2015	11/30/2016	Cades Schutte a Limited Liability Law Partnership LLP	For services related to the development and implementation of the HTA's legislative package and strategy.	Regular meetings and progress reports.	N	S
BED 113	B	*	M			9/16/2016	9/16/2016	12/31/2016	China Airline, Ltd.	Taiwan Cycling	Progress reports, final financial and written reports	N	S

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BED 113	B	*	O			9/4/2015	9/4/2015	8/30/2016	City & County of Honolulu	To fund County Product Enrichment Program (CPEP) projects.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			3/17/2016	3/17/2016	12/31/2016	Clearpath Entertainment, LLC	For services related to event planning for the 2016 Hawai'i Tourism Conference.	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			4/19/2016	4/19/2016	8/30/2016	Community Marketing, Inc.	2016 LGBT Research	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			8/27/2015	8/27/2015	8/30/2016	County of Hawai'i	To fund County Product Enrichment Program (CPEP) projects.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			6/16/2015	6/16/2015	12/31/2016	County of Kaua'i	For services related to the peer greetings program in Kauai	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			8/27/2015	8/27/2015	8/30/2016	County of Kaua'i	To fund County Product Enrichment Program (CPEP) projects.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			8/27/2015	8/27/2015	8/30/2016	County of Maui	To fund County Product Enrichment Program (CPEP) projects.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			5/5/2016	5/5/2016	5/31/2017	Expedia Media Solutions	"Watch with Aloha" facial recognition application; "Local Drones" footage and social media integration.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			6/30/2014	6/30/2014	12/31/2018	D.K. Shifflet & Associates, Ltd.	For services related to providing consulting, design, and marketing research services to develop an accountability measurement system for marketing programs in the MMAs	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			26-Jun-15	26-Jun-15	6/30/2020	D.K. Shifflet & Associates, Ltd.	For services related to a marketing program management system.	Progress reports, final financial and written reports	N	S

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						Date Executed	From	To					
BED 113	B	*	M			6/2/2016	6/2/2016	1/31/2017	Department of Land and Natural Resources	Services related to the development of environmental guide map displays, as well as a series of three television specials highlighting Hawai'i's natural wonders	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			6/14/2016	6/14/2016		Department of Transportation	For services related to the Na Kahua Mokulele Program 2016. (MOA)	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			4/7/2016	4/7/2016	3/31/2017	Destination Kona Coast	For services related to the Kona Harbor Greetings Program	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			11/1/2016	11/1/2016	12/31/2017	Destination Think!	To monitor online and social media efforts.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			10/1/2014	10/1/2014	12/31/2015	Digital Mediums LLC	For services related to Int'l Social Media Marketing.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			3/4/2015	3/4/2015	12/31/2015	ESPN 1420	For services related to the 2015 ESPN 1420 Sports Festival and ESPN 1420 Hawai'i Ocean Sports	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			11/4/2016	11/4/2016	1/21/2017	ESPN Productions, Inc.	For services related to the 2016 Armed Forces Classic.	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			5/23/2016	5/23/2016	5/10/2017	First Daughter MediaWorks, Inc.	"We Share Campaign", a digital public information campaign'	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			3/29/2016	3/29/2016	12/31/2016	Grand Pacific Events, LLC	For services related to the 2016 'ohana Cup (Rugby)	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			1/1/2016	1/1/2016	12/31/2016	Happy Traveller LLC, The dba Brandstory Inc PTE Ltd	External Marketing Services for the China MMA.	Submission of ATMP and budget and completion of Key Performance Indicators set by HTA	N	S
BED 113	B	*	M			5/11/2016	5/11/2016	9/30/2016	Hawai'i Academy of Recording Arts	Services related to 2016 Mele Mei	Progress reports, final financial and written reports	N	S

Department of Business, Economic Development and Tourism

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Prog ID	MOF	Amount	Frequen- cy (M/A/O)	Max Value	Outstanding Balance	Term of Contract			Entity	Contract Description	Explanation of How Contract is Monitored	POS Y/N	Category E/L/P/C/G /S
						Date Executed	From	To					
BED 113	B	*	O			3/24/2014	3/24/2014	12/31/2016	Hawai'i Ag and Culinary Alliance, dba Hawai'i Food and Wine Festival	For services related to the planning, promotion, marketing, and conduct of the Hawai'i Food and Wine Festival 2014-2016	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			12/21/2015	12/21/2015	5/31/2016	Hawaiian Airlines, Inc.	Hawaiian Airlines Korean Drama Intergration	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			8/4/2016	8/4/2016	12/31/2016	Hawaiian Airlines, Inc.	Co-op with Mafengwo, a Chinese online platform to build brand awareness and destination preference for Hawai'i	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			6/30/2016	6/30/2016	5/31/2017	Hawai'i Amateur Surfing Association	Services related to the multiple surfing events throughout the islands.	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			4/4/2016	4/4/2016	12/31/2016	Hawai'i Ecotourism Association	For services related to 2016 Hawai'i Ecotourism	Progress reports, final financial and written reports	N	S
BED 113		*	M			11/9/2011	11/9/2011	12/31/2015	Hawai'i Visitors & Convention Bureau	Exertnal Marketing Management for North America Meetings Conventions and Incentives Market.	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			9/14/2012	9/14/2012	12/31/2016	Hawai'i Visitors & Convention Bureau	External Marketing Management for North America MMA.	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			4/13/2016	4/13/2016	12/31/2016	Hawai'i Visitors & Convention Bureau	Island-Based International Marketing	Submission of ATMP and budget and completion of Key Performance Indicators set by HTA	N	S
BED 113	B	*	M			6/7/2016	6/7/2016	12/31/2016	Hawai'i Visitors & Convention Bureau	Supplemental services related to management of research, websites, online marketing and social media, intellectual property data bank, developmental services and projects related to the 2016 Tourism Conference.	Submission of ATMP and budget and completion of Key Performance Indicators set by HTA	N	S
BED 113	B	*	M			1/5/2016	1/5/2016	12/31/2016	High Performance Systems, Inc.	For services related to IT support	Monthly submittal of services and resources allocated.	N	S

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						Date Executed	From	To					
BED 113	B	*	O			11/26/2015	11/26/2015	12/31/2016	Hills Balfour Limited	Services related to marketing services in the Europe MMA.	Submission of ATMP and budget and completion of Key Performance Indicators set by HTA	N	S
BED 113	B	*	O			9/1/2015	9/1/2015	12/31/2016	Ho'okipa Specialists	Services related to MCI	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			3/1/2014	3/1/2014	2/28/2016	Honolulu Festival Foundation	For services related to the planning, promotion, marketing, and conduct of the Honolulu Festival event in years 2014 and 2015	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			5/31/2016	5/31/2016	6/30/2016	Jones Lang Lasalle Americas, Inc.	For services related to Shared Accommodations Impact Study	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			12/4/2015	12/4/2015	12/31/2016	JWI Marketing Co., Ltd.	For services related to external destination marketing management services for the major market area of Taiwan	Submission of ATMP and budget and completion of Key Performance Indicators set by HTA	N	S
BED 113	B	*	M			4/27/2016	4/27/2016	12/31/2016	Kai 'opua Canoe Club	2016 Queen Lili'uokalani Canoe Races	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			11/20/2015	11/20/2015	3/31/2016	Kalaimoku Group, The	For services related to May Day Music series	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			6/26/2015	6/26/2015	3/31/2016	Kemper Sports Marketing, Inc.	For services related to the planning, promotion, marketing, and conduct of the 2015 Maui Jim Maui Invitational	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			4/4/2016	4/4/2016	6/30/2017	Kloninger & Sims Consulting, LLC	For services related to 2015 and 2016 Timeshare Industry Occupancy and Rate Survey.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			7/1/2016	7/1/2016	12/31/2016	Kōloa Plantation Days	Kōloa Plantation Days 2015 & 2016 events	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			11/19/2015	11/19/2015	3/31/2017	Kona Coffee Cultural Festival	Services related to the 2016 Kona Coffee Cultural Festival.	Progress reports, final financial and written reports	N	S

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						Date Executed	From	To					
BED 113	B	*	M			8/22/2016	8/22/2016	10/31/2020	LA Clippers LLC	LA Clippers 2016-2017 Season Promotional Efforts	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			4/5/2015	4/5/2015	3/31/2017	LahainaTown Action Committee	For services related to the greeting program at Lahaina Harbor.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			12/14/2015	12/14/2015	4/1/2017	Maui County Visitors Association, dba Maui Visitors Bureau	For services related to the visitor assistance program on Maui.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			3/16/2015	3/16/2015	6/30/2016	McNeil Wilson Communications, Inc., dba Qmark Research	For services related to the collection, processing, and reporting of satisfaction and activity data from a representative sample of domestic and international visitors	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			5/5/2016	5/5/2016	6/30/2017	Miles Media Group, LLP	GoHawaii website Design	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			5/26/2016	5/26/2016	11/30/2016	Milici Valenti Ng Pack, Inc.	Services related to Brand Hawai'i guidelines, videos, and HTA profile related matter.	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			5/9/2016	5/9/2016	1/30/2017	Native Hawaiian Hospitality Association	For services related to cultural education, information, outreach, and support.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			1/1/2015	1/1/2015	12/31/2015	Net Results	For services related to providing IT support		N	S
BED 113	B	*	O			2/3/2014	2/3/2014	2/2/2016	New Millenium Meetings	For services related to implementing and managing the Hawai'i Business Ambassador Program	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			4/13/2016	4/13/2016	6/30/2019	NonProfit Technologies	NonProfit Technologies	Ongoing evaluation and correspondence with vendor for maintenance.	N	S

Department of Business, Economic Development and Tourism
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						Date Executed	From	To					
BED 113	B	*	M			5/19/2019	5/19/2016	12/31/2016	North Shore Lifeguard Association	Instruction in water safety and surf rescue, first aid and CPR, ocean safety and environmental safety and awareness, and weather patterns, swell forecasting, tidal currents, surf trends, wave energy.	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			6/22/2016	6/22/2016	12/31/2016	Oahu Economic Development Board	Aloha Response Program	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			1/1/2014	1/1/2014	6/30/2018	OmniTrak Group, Inc.	For services related to the data collection and preparation of Departure Visitor Surveys taken from international and island surveys for CY 2014-2017	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			1/1/2014	1/1/2014	6/30/2018	OmniTrak Group, Inc.	For services related to the tabulation and reporting of the Departure Visitor Surveys taken from international and island surveys for CY 2014-2017	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			1/1/2015	1/1/2015	6/30/2018	OmniTrak Group, Inc.	For services related to the 2015-2017 Cruise Visitors' Basic Characteristics and Expenditure Survey	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			6/1/2016	6/1/2016	6/30/2017	OmniTrak Group, Inc.	For services related to the Korea Market Reseach	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			5/23/2016	5/23/2016	12/31/2016	Outrigger Duke Kahanamoku	2016 Duke's Oceanfest	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			5/31/2016	5/31/2016	3/31/2017	Pacific Historic Parks	Services related to the 75th Pearl Harbor Commermotation.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			1/1/2015	1/1/2015	12/31/2018	PGA Tour, Inc.	Official Designation and Royalty Agreement, Additional Obligations Agreement	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			5/31/2016	5/31/2016	6/30/2017	PhoCusWright Inc.	China Market Research	Progress reports, final financial and written reports	N	S

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						Date Executed	From	To					
BED 113	B	*	O			12/8/2016	12/8/2016	1/31/2017	Polynesian Football Hall of Fame	Services related to the Polynesian Football High School All-Star Game, celebration dinner, and Hall of Fame enshrinment ceremony.	Progress reports, final financial and written reports	O	O
BED 113	B	*	O			4/28/2016	4/28/2016	4/27/2017	Pong, Winfred K.T.	For services related to the drafting of minutes for meetings of the HTA Board of Directors and RFPs	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			10/26/2016	10/26/2016	9/30/2017	PortCall Inc.	For services related to hosting of hawaii.portcall.com with a third party.	Progress reports, final financial and written reports	O	O
BED 113	B	*	M			9/9/2016	9/9/2016	12/31/2016	Pro Tennis Group, LLC	Hawai'i Open Tennis	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			5/16/2016	5/16/2016	11/30/2016	Red Ribbon Productions, LLC	Edu Tourism E-Catalog	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			5/26/2016	5/26/2016	6/30/2017	Repucom America LLC	For services related to the evaluation of HTA's Festivals and Events in 2016	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			5/19/2019	5/19/2016	10/31/2016	SMS Research and Marketing Services, Inc.	For services related to the monthly access development project	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			3/31/2015	3/31/2015	7/31/2016	SMS Research and Marketing Services, Inc.	For services related to the development of a Program Monitoring and Evaluation Process for the HTA	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			1/22/2016	1/22/2016	7/31/2016	Stray Moon LLC	For services related to Mele Mei Marketing support	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			6/22/2015	6/22/2015	12/31/2017	TEAM Unlimited LLC	For services related to the XTERRA Trail Run	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			6/22/2015	6/22/2015	12/31/2017	TEAM Unlimited LLC	For services related to the XTERRA World Championships	Progress reports, final financial and written reports	N	S

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						Date Executed	From	To					
BED 113	B	*	O			7/1/2016	7/1/2016	5/31/2016	The Kalaimoku Group	Services related to May Day Music Series.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			3/27/2015	3/27/2015	3/1/2017	Tri-Isle Resource Conservation and Development Council	For services related to the 2015 Festivals of Aloha Maui Nui Style event	Progress reports, final financial and written reports	N	S
BED 113		*	O			11/25/2016	11/25/2016	5/1/2017	USTA Hawai'i Pacific Section	For services related to the Fed Cup 2016 First Round on the Island of Maui.	Progress reports, final financial and written reports	O	O
BED 113	B	*	O			12/16/2015	12/16/2015	4/1/2017	VASH Hawai'i Island	For services related to the conduct of a Visitor Assistance program for the County of Hawai'i	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			6/27/2016	6/27/2016	6/30/2016	Virgin America Inc.	Services relate to promotion of two new routes: LAX to HNL and LAX to OGG	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			12/15/2015	12/15/2015	4/1/2017	Visitor Aloha Society of Hawai'i	For services related to the conduct of a Visitor Assistance program for O'ahu	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			12/18/2015	12/18/2015	4/1/2017	Visitor Aloha Society of Kaua'i, Inc.	For services related to the visitoe assistance program on Kaua'i.	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			12/5/2016	1/1/2017	12/31/2017	Vox International Inc.	External Marketing Services for the Canada MMA.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			1/1/2015	1/1/2015	4/1/2016	Waikiki Improvement Association	For services related to performances in the Kūhiō Beach area and the hula mound in Waikiki	Progress reports, final financial and written reports	N	S
BED 113	B	*	M			12/10/2015	12/10/2015	12/31/2016	Walshe Group, The	For services related to marketing services in Oceania MMA.	Submission of ATMP and budget and completion of Key Performance Indicators set by HTA	N	S
BED 113	B	*	O			11/16/2016	11/16/2016	6/30/2017	Ward Research, Inc.	For services related to conducting research to evaluate HTA's reputation among its Stakeholders.	Progress reports, final financial and written reports	N	S
BED 113	B	*	O			6/17/2015	6/17/2015	2/15/2020	World Triathlon Corporation	For services related to the Ironman Triathlon.	Progress reports, final financial and written reports	N	S

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						Date Executed	From	To					
		* Amounts not provided											

Department of Business, Economic Development and Tourism
Capital Improvements Program (CIP) Requests

Table 17

<u>Prog ID</u>	<u>Prog ID</u> <u>Priority</u>	<u>Dept- Wide</u> <u>Priority</u>	<u>Senate</u> <u>District</u>	<u>Rep.</u> <u>District</u>	<u>Project Title</u>	<u>MOF</u>	<u>FY18 \$\$\$</u>	<u>FY19 \$\$\$</u>
BED160	1	1	0	0	Cash Infusion for Rental Housing Revolving Fund, Statewide	C	50,000,000	
BED160	2	2	0	0	Dwelling Unit Revolving Fund Infusion, Statewide	C	50,000,000	
BED160	3	3	0	0	Low Income Housing Tax Credit Loans, Statewide	C	8,400,000	
BED150	1	4	19	43	Kalaeloa Enterprise Avenue Energy Corridor to Midway Road, Kalaeloa, Oahu	C	3,000,000	
BED144	1	5	0	0	State Agency Transit-Oriented Development, Statewide	C	1,000,000	1,000,000
BED160	4	6	12	26	902 Alder Street, Honolulu, Oahu	C	15,000,000	

Department of Business, Economic Development and Tourism
CIP Lapses

Table 18

<u>Prog ID</u>	<u>Act/Year of Appropriation</u>	<u>Project Title</u>	<u>MOF</u>	<u>Lapse Amount</u> <u>\$\$\$\$</u>	<u>Reason</u>
		None			

Program ID Sub-Organizations

<u>Program ID</u>	<u>Sub-Org Code</u>	<u>Name</u>	<u>Objective</u>
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None

Department of Business, Economics Development Tourism
 Organization Changes

Table 20

<u>Year of Change</u> FY18/FY19	<u>Description of Change</u>
Change was already completed	Add Hawaii Broadband Initiative Coordinator, Hawaii Broadband Strategy Officer, and SBRRB Administrative Assistant to BED142, Office of the Director.
Change was already completed	Add OAD Research Associate to BED128, Office of Aerospace Development.
Change was already completed	Add Personnel Clerk V to BED142, Administrative Services Office.
Change was already completed	Add Office Assistant III to BED105, Creative Industries Division
Change was already completed	Add Economist V to BED130, Research and Economic Analysis Division.
Change was already completed	Add ARRA Energy Efficiency Specialist (#119526 and 119527), ARRA Energy Planning Analyst (#119414), ARRA Energy Emergency Planning Analyst (#119413), ARRA Renewable Energy Analyst (#119408), ARRA Energy Data Analyst (#119412) to BED120, Strategic Industries Division.
Change was already completed	Add HTA Tourism Brand Manager and HTA Contracts Specialist to BED113, Hawaii Tourism Authority
Change was already completed	Add 2 HCATT Project Managers to BED143, High Technology Development Corporation
Change was already completed	Add NELHA Chief Marketing Officer, NELHA Water Quality Lab Specialist, NELHA Senior Secretary, NELHA Admin & Project Manager, and NELHA General Laborer to BED146, Natural Energy Laboratory of Hawaii Authority.
Change was already completed	Add Planner VI to BED144, Office of Planning.

Hawaii Housing Finance Development and Corporation and Strategic Industries Division will be working on reorg to update org chart.

Web Link below to DBEDT Organizational Charts.
<http://files.hawaii.gov/dbedt/annuals/2016-12-14-dbedt-org-charts.pdf>



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kelepona fax 808 973 2253
kahua pa'a web hawaii-tourism-authority.org

David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

Aloha kākou,

First and foremost, mahalo for your support of the Hawai'i Tourism Authority and the funding of programs to help strengthen the State of Hawai'i's leading industry for businesses and residents statewide.

As has been well-documented, Hawai'i tourism is performing exceptionally well and, for the fifth consecutive year, will set new records for visitor arrivals, visitor spending and generated tax revenue in 2016.

Year-to-date through November 2016, Hawai'i has drawn 8.1 million visitors (+3%), who have collectively spent \$14 billion (+4.1%) in our economy, which has generated \$1.64 billion (+4.1%) in tax revenue for the State.

All indications point to the positive momentum of tourism's success continuing into this year. This is vital to Hawai'i's economic health, as the benefits of tourism's success are realized in some way by every resident, business, charitable organization and community statewide.

HTA's leadership is continuing to manage its operations based on sound business principles focused on improved measures of accountability for our marketing contractors, following a precise budget in how state tax funds are being utilized, and being guided by a strategic plan that sets forth the goals we seek to achieve through 2020.

From a marketing perspective, we are continuing to be both aggressive and innovative, especially in reaching the younger generation of travelers known as millennials, the nation's largest population segment.

Utilizing technology to expand our reach to travelers globally continues to be a major focus. Last year, we introduced the GoHawai'i mobile app, the State's first travel marketing app; Discover Your Aloha, a groundbreaking facial recognition marketing program with Expedia; and Hawai'i VR, the State's first virtual reality program to promote Hawai'i travel.

This year, a new, more interactive GoHawai'i website will make its debut.

As always, HTA will continue to balance its marketing of tourism with support of programs and initiatives to help perpetuate the Hawaiian culture and preserve Hawai'i's natural resources. These two qualities, more than any other, elevate the Hawaiian Islands as a destination that residents cherish and visitors seek to experience.

Mahalo nui,

George D. Szigeti
HTA President and CEO

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Highlights

Strategic plan overview

Managing Continued Growth of Hawai'i's Visitor Industry

The Hawai'i Tourism Authority was created by Act 156, SLH 1998 as the lead agency for Hawai'i's visitor industry. Since its inception, HTA has guided the visitor industry through good times and bad.

Over the years the mission has remained the same—to strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

The purpose of the HTA Strategic Plan is to guide the organization in addressing issues and creating opportunities that will move Hawai'i's visitor industry forward. HTA's kuleana is to create demand for Hawai'i; deliver on the Hawai'i brand promise and experience; and continue to respect the Native Hawaiian culture and mālama Hawai'i and its people. Measures of success are identified to track progress.

The plan also presents a collective ambition, which consists of a strong set of principles and a vision as to how tourism should be cultivated. The seven principles include: a healthy economy, environmental sustainability, cultural authenticity, market knowledge, host and guest satisfaction, collaboration, and accountability.

Strategic Direction

The strategic plan presents goals and objectives to increase economic activity, sustain the positive net benefits of tourism, grow visitor spending, and be an effective organization. It establishes four goals that the HTA intends to accomplish by working and collaborating with partners and stakeholders. Those goals are presented here in summary. The detailed strategies related to each goal can be found in Section 4.0.

- Goal 1: Improve the Integrity of the Destination

A successful tourism economy balances the needs of the community, visitors and the destination. The HTA must increase community support for tourism and be a better steward of the destination.

- Goal 2: Ensure Stable Economic Benefits

To sustain consistent visitor arrivals and expenditures throughout the Hawaiian Islands, regardless of varying economic cycles or unforeseen events, the HTA must focus marketing on cultivating new arrivals and increasing visitor expenditures by attracting high-spending visitors and creating spending opportunities.

- Goal 3: Elevate Hawai'i's Value Perception

To remain competitive, Hawai'i must differentiate itself by promoting authentic experiences unique to the Hawaiian Islands as justification of value for travel costs. The HTA must maintain and improve air access to the Hawaiian Islands, protect Hawai'i's brand, and meet traveler expectations for accommodations and infrastructure.

- Goal 4: Strengthen HTA's Reputation

To be an effective leader, the HTA must be a forward-thinking, knowledge-based organization that uses information and research to develop programs and policies. The HTA must continually improve its ability to lead the industry and ensure transparency and accountability for its marketing efforts.

Our mission

To strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

Major Market Management

The major market management program aims to promote the destination by increasing demand through collaboration with industry partners both in market, as well as within the destination. The HTA's ultimate goal is to increase expenditures throughout the state by promoting key attributes and experiences on each island. The HTA has contracted ten marketing organizations to promote the Hawaiian Islands. Our current coverage in the major market areas are: United States, Canada, Japan, China, Hong Kong, Korea, Taiwan, Oceania (Australia and New Zealand), Europe (Germany, UK, France, Switzerland, and Italy), and Southeast Asia.

Goals & Strategies

In order to increase statewide economic activity generated by visitor-related expenditures, the HTA will work closely with its market contractors to do the following:

- Achieve KPIs as described for each MMA;
- Re-stimulate mature markets with experiential offerings of the Hawaiian Islands;
- Impact shoulder or need periods through promotion of key attributes;
- Grow Meetings, Conventions and Incentives segment of the business;
- Improve overall quality and strength of digital marketing for all markets;
- Provide global marketing platforms that embrace diversity while preserving brand integrity and benefit multiple markets; and
- Utilize funding resources efficiently and effectively.

Successes in Our Markets

U.S.

New #LetHawaiiHappen social video series. Hawai'i Visitors & Convention Bureau unveiled a new #LetHawaiiHappen social video series, *A Day with a Local*, pairing a visiting influencer with a local ambassador to experience the various regions throughout Hawaiian islands. The videos are targeted to millennial travelers, and showcases everything from O'ahu's Chinatown and Kaka'ako areas to Moloka'i's Hālawā Valley to Kaua'i's south shore and island of Hawai'i's Kohala region. The videos are pushed out via social media platforms, including YouTube, Facebook, and Instagram. Since September 2016, the videos have had more than 17 million views and 150,000 social media engagements (including likes, shares, and comments). Aside from HVCB's social channels, these videos or snippets of them have been utilized by the Island Chapters, advertising, public relations, travel trade, Meet Hawaii, and industry partners.

Japan

Yukyu Hawai'i Campaign. Aligning with Japan's new law that requires Japanese workers to take more paid vacations, Hawai'i Tourism Japan launched the Yukyu Hawai'i Campaign in 2016. Mainly targeting Japanese people in their 20s to 40s, this

campaign promotes Hawai'i as the ideal location to take their paid vacation in order to support their healthy work-life balance lifestyle. The campaign activities include TV commercials (16 million impressions), OOH advertisements (3.8 billion impressions), 12 consumer events (total 250,000 people in attendance), and more. In collaboration with 16 travel agencies, over 672,000 packages have been booked accounting for \$936 million in tourism spending as of January 2017.

Oceania

The Bachelor New Zealand TV Show. In 2016, Hawai'i Tourism Oceania capitalized on an opportunity to film several scenes in Hawai'i for The Bachelor New Zealand reality television show. Working together with the respective Island Chapters, HTO and the film crew were able to showcase each major Hawaiian Island in four different episodes featuring both group and individual dates in some of Hawai'i's most iconic locations. In fact, the "winner" of the show shared a romantic date with The Bachelor at the Hawai'i Volcanoes National Park on the Island of Hawai'i. The second season of The Bachelor NZ proved to once again be a hit with the New Zealand audience and the show was also broadcast throughout Australia. Total estimated media value of the campaign is over US\$3M.

Korea

K Pop Promotion. To capitalize the strong influence in the Korean travel sector of K Pop stars, Hawai'i Tourism Korea collaborated with two nation's leading record labels, SM Entertainment and YG Entertainment, to bring top K-pop stars to Hawai'i for a destination promotion in 2016. These K Pop programs include SM Entertainment's Hawai'i Workshop and Big Bang Honolulu Concert, which drew over 8,000 international fans to Hawai'i, generated a total of 8 million worth advertising value as well as contributing an estimated revenue of \$28,772,566 to the State of Hawai'i. Both promotions were successfully completed with great supports from tourism industry partners and airlines.

China

"Hawaiian Islands - 6 Travel-Spirations" Social Media Campaign. Hawai'i Tourism China launched a creative social media campaign to promote Hawai'i through six interactive and engaging digital games targeting millennials. The games showcased the diversity and the best qualities of each island. Mafengwo, the top travel User Generated Content provider, and Ctrip, the largest online travel agency in China, were partners who actively promoted this campaign. Hawai'i industry partners, including all of the island chapters, Hawaiian Airlines, Outrigger Hotels and Resorts and Chef Roy Yamaguchi supported this campaign with attractive prizes. Within a month, over 35,000 people played the games. Total digital reach was over 10.5 million.

Taiwan

Hawai'i Crystal Run. At 6 a.m. on September 3, Hawai'i Tourism Taiwan Director fired a starting pistol launching the first group of runners on a 24.5 kilometer (15.2 mile) course from the Fullon Hotel. The 2016 Hawai'i Crystal Run officially kicked off with 12 sponsors representing well-known consumer brands (e.g. Swarovski, Shiseido, Quicksilver, True Fitness, etc), a slate of Hawai'i performers, and more than 5,100 runners. Six backdrops with images representing the islands of Hawai'i were placed at rest stop stations along the route for photo opportunities. Hula dance and ukulele performances from Japan, Taiwan, and Hawai'i continued until most of the runners reached the finish line. With several high profile celebrities' endorsement and influence, this event generated tremendous media coverage in Taiwanese media including TV, print and online channels. Total estimated media value reached over US\$1.4M.

Europe

Consumer Promotion with Virgin Holidays. Hawai'i Tourism Europe launched a consumer promotion partnership with United Kingdom-based tour operator Virgin Holidays, which included television and online advertising, social media (Facebook and Instagram), and Hawai'i imagery on plasma screens placed in 100 of its retail stores. Maui was featured in a live Virgin Holidays advertisement during the British reality TV music competition The X Factor, earning 6.3 million views, in addition to ads on four other TV stations during the month of September. There was also 16.9 million impressions generated and over 11,000 mentions of the #SeizeTheHoliday. As a result of the campaign, Hawai'i bookings are up for Virgin Holidays.

Natural Resources

Areas of Achievement in 2016

HTA Natural Resources Community-Based Program

Funded 33 programs statewide focused on supporting community-initiated programs that help maintain and care for Hawai'i's environment for a total of \$864,000 funded.

Hawaii Ecotourism Association: Sustainable Tourism Certification Program

Supported the expansion and promotion of the Sustainable Tourism Certificate program statewide with \$50,000 worth of support.

Support of the "DLNR & You" campaign with State DLNR

Underwrote \$53,600 in support of interpretive signage, in-room and in-flight messaging as well as broadcast of three DLNR documentaries to promote greater awareness of respectful visiting and how best to protect Hawai'i's natural resources.

Rapid Ohia Death Response Team

Supported with \$79,000 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. Note, these funds are also counted in the Natural Resource Community-Based Program, but we felt this was of special importance to call it out separately.

"Stop the Ant" Campaign

Funded \$78,000 of the project to help raise community awareness and commitment to controlling Little Fire Ants through successful community training programs and the "Stop the Ant" campaign. Note, these funds are also counted in the Natural Resource Community-Based Program, but we felt this was of special importance to call it out separately.

2017 Focus

- Expanding HTA's partnership with DLNR to provide insight on specific areas needing attention, and amplifying messaging around safety and responsible visitations.
- Supporting innovative community-based projects that mitigate human impact on Hawai'i's natural resources.
- Seeking opportunities to collaborate with conservation-based organizations on promoting the protection of natural resources for the benefit of future generations.

Hawaiian Culture

Areas of Achievement in 2016

HTA Kūkulu Ola Program

Funded 35 community-based Hawaiian culture programs statewide through the Kūkulu Ola: Living Hawaiian Culture Programs statewide for a total of \$1,140,000.

Continued HTA's longstanding relationship with the Native Hawaiian Hospitality Association to bridge the Hawaiian community and the tourism industry through training, education and outreach for a total of \$445,000.

Conducted Ma'ema'e Program training in international markets to foster a deeper understanding and appreciation of Hawai'i's rich heritage and history with \$300,00.

Initiated a \$300,00 program to send Hawai'i cultural representatives, entertainers and practitioners to participate in trade shows and missions in countries worldwide, including Taiwan, China, Malaysia, Hong Kong, the United Kingdom, Switzerland and Germany.

Honored Hawai'i surf legends Richard "Buffalo" Keaulana and George Downing, and their 'ohana, with Tourism Legacy Awards for their lifetime contributions to perpetuating the Hawaiian culture.

2017 Focus

- Expanding and improving integration of the Ma'ema'e toolkit to a web- and mobile-friendly platform. The Ma'ema'e toolkit helps educate industry partners, media and stakeholders about Hawai'i through guidance in proper usage of the Hawaiian language and images. It also contains additional information for promoting the Hawaiian Islands authentically and accurately.
- Establishing a partnership with Hawai'i Investment Ready to facilitate and enhance the capacity of Hawai'i's social enterprises.
- Conduct an audit of all travel trade and in market training programs to better coordinate the content and delivery of the cultural training to our global marketing team.

Key Investments by Island

O'AHU	2015		2016		STATEWIDE	
	NO. OF PROGRAMS	AMOUNT	NO. OF PROGRAMS	AMOUNT	NO. OF PROGRAMS	AMOUNT
County Product Enrichment Program	27	\$325,000	27	\$310,000	-	-
Kūkulu Ola: Hawaiian Culture Community Program	14	\$460,525	15	\$529,252	6	\$256,268
Major Festivals	4	\$701,000	4	\$468,000	1	\$300,000
Native Hawaiian Festivals	4	\$450,000	2	\$150,000	3	\$600,000
Natural Resources Community Program	13	\$385,266	7	\$167,000	-	-
Safety and Security	1	\$272,000	1	\$288,000	4	\$150,000
Sports Events	7	\$1,435,000	13*	\$7,010,000	1*	\$132,000
Other Brand Experience Programs***	-	-	4	\$666,000	2	\$810,000
Career Development	-	-	-	-	3	\$325,000
Visitor Bureau Funding and Other Direct Investments		\$3,279,269		\$3,503,167		-
TOTAL HTA PROGRAM FUNDING		\$7,308,060		\$13,091,419		\$2,573,268

MAUI COUNTY	2015		2016		STATEWIDE	
	NO. OF PROGRAMS	AMOUNT	NO. OF PROGRAMS	AMOUNT	NO. OF PROGRAMS	AMOUNT
County Product Enrichment Program	23	\$322,000	22	\$324,000	-	-
Kūkulu Ola: Hawaiian Culture Community Program	6	\$155,543	7	\$189,480	6	\$256,268
Major Festivals	1	\$105,000	1	\$105,000	1	\$300,000
Native Hawaiian Festivals	2	\$60,000	-	-	3	\$600,000
Natural Resources Community Program	11	\$368,873	12	\$323,500	-	-
Safety and Security	1	\$46,000	1	\$46,000	4	\$150,000
Sports Events	3	\$565,000	4	\$625,000	1*	\$132,000
Other Brand Experience Programs**	-	-	2	\$40,000	2	\$810,000
Career Development	-	-	-	-	3	\$325,000
Visitor Bureau Funding and Other Direct Investments		\$2,877,071		\$3,088,379		-
Moloka'i Visitors Association		\$244,741		\$278,177		-
Destination Lana'i		\$143,000		\$163,544		-
TOTAL HTA PROGRAM FUNDING		\$4,887,228		\$5,183,080		\$2,573,268

KAUA'I	2015		2016		STATEWIDE	
	NO. OF PROGRAMS	AMOUNT	NO. OF PROGRAMS	AMOUNT	NO. OF PROGRAMS	AMOUNT
County Product Enrichment Program	24	\$335,500	25	\$350,000	-	-
Kūkulu Ola: Hawaiian Culture Community Program	4	\$141,322	2	\$40,000	6	\$256,268
Major Festivals	1	\$63,500	1	\$63,000	1	\$300,000
Native Hawaiian Festivals	2	\$30,000	-	-	3	\$600,000
Natural Resources Community Program	3	\$80,000	5	\$105,000	-	-
Safety and Security	1	\$53,000	1	\$53,000	4	\$150,000
Sports Events	1	\$30,000	1	\$25,000	1*	\$132,000
Other Brand Experience Programs**	-	-	1	\$20,000	2	\$810,000
Career Development	-	-	-	-	3	\$325,000
Visitor Bureau Funding and Other Direct Investments		\$2,280,893		\$2,643,047		-
TOTAL HTA PROGRAM FUNDING		\$3,014,215		\$3,299,047		\$2,573,268

KAUA'I	2015		2016		STATEWIDE	
	NO. OF PROGRAMS	AMOUNT	NO. OF PROGRAMS	AMOUNT	NO. OF PROGRAMS	AMOUNT
County Product Enrichment Program	24	\$335,500	25	\$350,000	-	-
Kūkulu Ola: Hawaiian Culture Community Program	4	\$141,322	2	\$40,000	6	\$256,268
Major Festivals	1	\$63,500	1	\$63,000	1	\$300,000
Native Hawaiian Festivals	2	\$30,000	-	-	3	\$600,000
Natural Resources Community Program	3	\$80,000	5	\$105,000	-	-
Safety and Security	1	\$53,000	1	\$53,000	4	\$150,000
Sports Events	1	\$30,000	1	\$25,000	1*	\$132,000
Other Brand Experience Programs**	-	-	1	\$20,000	2	\$810,000
Career Development	-	-	-	-	3	\$325,000
Visitor Bureau Funding and Other Direct Investments		\$2,280,893		\$2,643,047		-
TOTAL HTA PROGRAM FUNDING		\$3,014,215		\$3,299,047		\$2,573,268

Utilizing Sports Marketing to Support Hawai'i's Tourism Industry

Sports is an important marketing platform for the Hawai'i Tourism Authority in promoting travel to the Hawaiian Islands and supporting the State's tourism industry. Sports events attract fans and foster desire among audiences worldwide to visit Hawai'i through media exposure.

In 2016, HTA supported 27 diverse sports events for a total of \$9.1 million in sponsorship fees. Collectively, these events generated more than \$150 million in economic impact for the State, while producing widespread media exposure in domestic and international markets that showcased the natural beauty of the Hawaiian Islands, reinforced Hawai'i's standing as a premier travel destination, helped draw visitors, and were enjoyed by residents.

2017 Sports Marketing Objectives

The core objectives guiding HTA's sports marketing strategy in 2017 are:

- Strengthen Hawai'i's tourism industry and, by extension, the businesses and residents statewide who rely on its success.
- Make effective use of state tax funds in supporting sports events that generate a strong return on investment (ROI) for Hawai'i.
- Expand awareness of Hawai'i's appeal in the U.S. and key markets internationally.
- Drive travel demand by showcasing Hawai'i's culture and natural beauty through media.
- Generate increased visitor traffic during off-peak travel periods.
- Strengthen Hawai'i's standing as a setting to host U.S. and international sports events.
- Promote the Hawai'i Convention Center's new sports courts to attract U.S. and international events.

Strategic Targets to Drive Visitor Traffic

HTA's sports marketing strategy is focused on reaching audiences that reinforce the overarching goal of strengthening Hawai'i's tourism industry. HTA's strategic targets are:

- Leisure travel consumers in U.S. and international markets.
- TV and online viewers of Hawai'i sports competitions in U.S. and international markets.
- Fans of U.S. and international sports competitions with professional athletes.
- Collegiate, high school and amateur teams for U.S. and international sports tournaments.

Expanding HTA's Expertise with Ascendent Sports Group

HTA is evolving its sports marketing strategy in 2017, with the support of an internationally recognized sports marketing consultant and by taking a refocused approach on how sports events can reach travel consumers worldwide.

On August 2, 2016, HTA retained Ascendent Sports Group following a competitive request for proposal bid process.

Based in New York City, Ascendent was co-founded by Stephen Ross, owner, and Matt Higgins, vice chairman, respectively, of the NFL's Miami Dolphins football team. With offices in North America, Europe and Asia, Ascendent has global reach and offers a wide range of sports marketing services, including consulting, event production and property representation. Its staff has extensive experience with global sporting events and corporate brands, and has supported sports clients at the professional, Olympic and collegiate levels.

Ascendent is providing HTA with high-level sports marketing expertise to support sponsored events and initiatives on behalf of Hawai'i's tourism industry. This expertise includes:

- Consulting services, including evaluations, recommendations and assistance with contract negotiations for existing and potential sports events.
- Utilizing its contacts to expand HTA's reach with sports organizations and markets worldwide.
- Ensuring that Hawai'i receives a good ROI for sports events supported by HTA.

Sports Marketing Focus in 2017

HTA and Ascendent have collaborated on a strategic plan that will guide HTA's sponsorship of sports marketing initiatives to benefit Hawai'i's tourism industry in 2017 and beyond.

Ascendent has created a customized sports marketing evaluation tool for HTA that adds discipline and rigor to the event selection process.

This new methodology, focused on the value that Hawai'i tourism receives for HTA's sponsorship support, is being utilized to audit the current portfolio of HTA-sponsored sports events and assess new proposals requesting funding support.

The combination of HTA's new evaluation methodology and Ascendent's sports industry expertise is empowering HTA to make more informed, precise and measurable recommendations on its funding of sponsorship support, including:

- Identifying new opportunities that deliver on HTA's tourism marketing objectives.
- Incorporating ROI calculation into the sponsorship evaluation process.
- Leveraging event assets to drive greater engagement among target audiences.
- Increasing activation and support to maximize sponsorship value for Hawai'i.
- Making adjustments in the funding of sponsored events and competitions.
- Declining sponsorship support for under-performing assets not meeting HTA's objectives.

HTA has already used the evaluation methodology to help determine funding support for two new major Hawai'i sports marketing initiatives for 2017. These are:

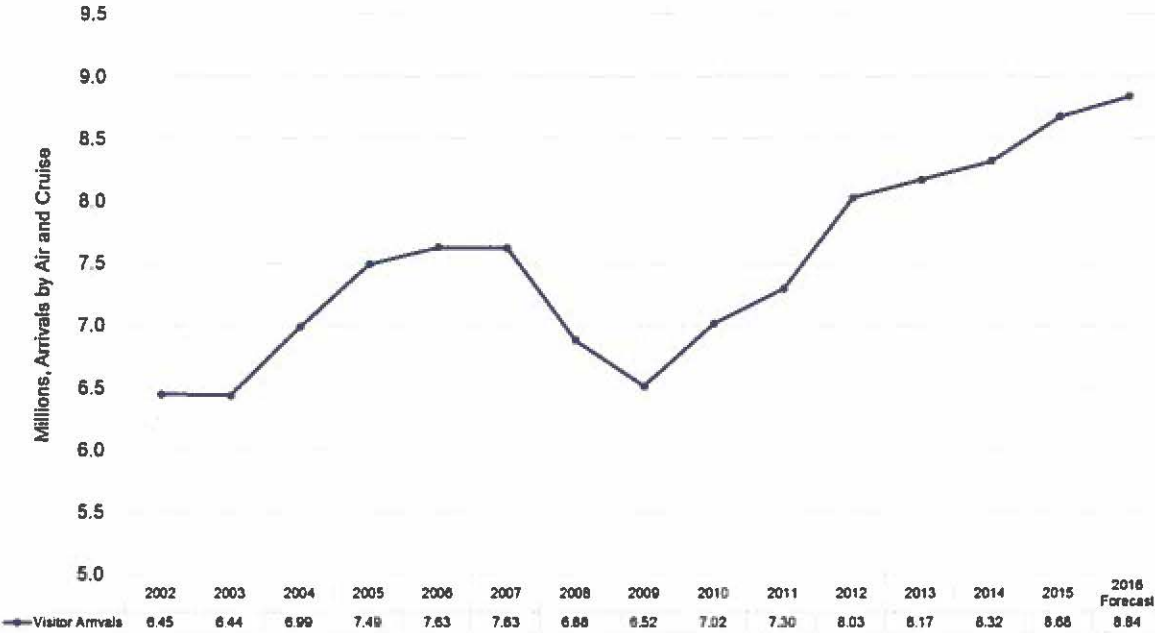
- A new marketing partnership with the L.A. Clippers NBA basketball team that began with season-long in-game promotions on Dec. 4, 2016, and includes Honolulu being the host site for the team's preseason training camp in fall 2017, highlighted by two preseason games, likely against the Toronto Raptors.
- Hosting the Fed Cup women's pro tennis match between the U.S. and Germany on Maui on February 11-12, 2017. Notably, this will mark the second straight year that Hawai'i is hosting a Fed Cup match, the first state in the nation to earn that distinction.

Going forward, HTA's strategic focus for Hawai'i's sports marketing – backed by the expertise and advice of Ascendent – will pursue the following initiatives to elevate Hawai'i's profile as a travel destination:

- Sports events that draw the attention of audiences in Hawai'i's travel markets worldwide, including growth markets such as Asia and Oceania.
- Sports opportunities that showcase Hawai'i's scenic beauty and natural resources.
- Sports events held during seasonal off-peak travel windows.
- Sports events that effectively utilize Hawai'i's venues, including the Hawai'i Convention Center. Its new sports courts present an opportunity to host U.S. and international tournaments for basketball, volleyball, indoor soccer, and other sports events.
- Opportunities for HTA to create "owned and operated" sports events.

Historical & Current Data on Visitor Arrivals

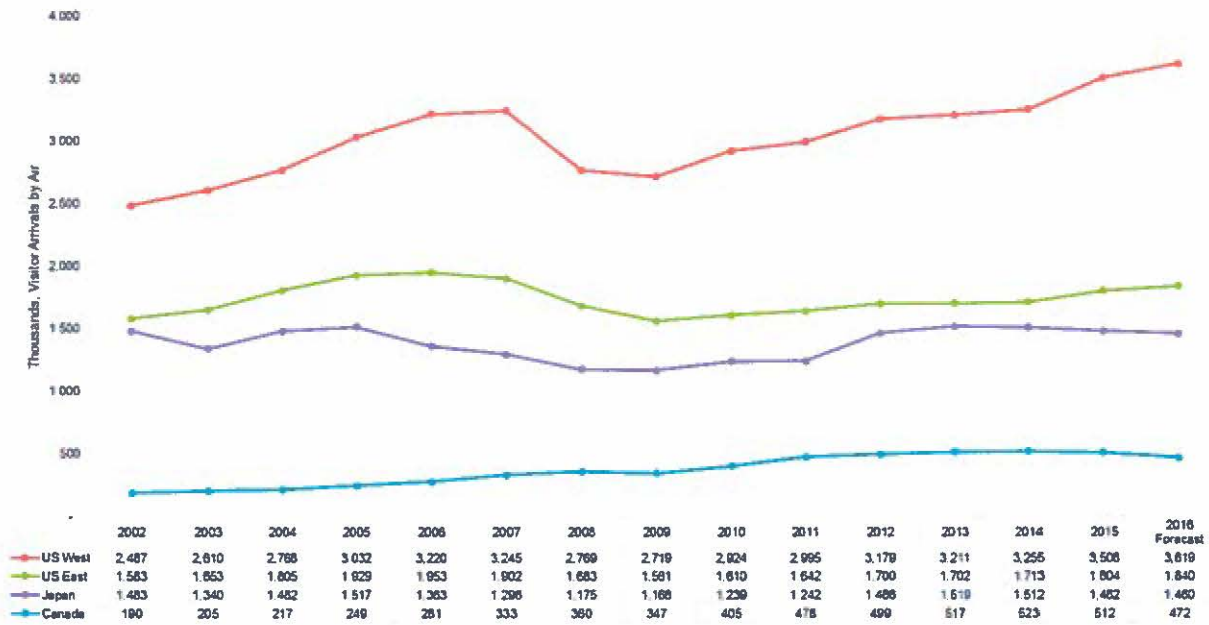
Figure 1 Overall Visitor Arrivals
2002 – 2016 Forecast, Arrivals by Air and Cruise



Source: Hawai'i Tourism Authority

- The number of visitors to Hawai'i should reach another record by the end of 2016.

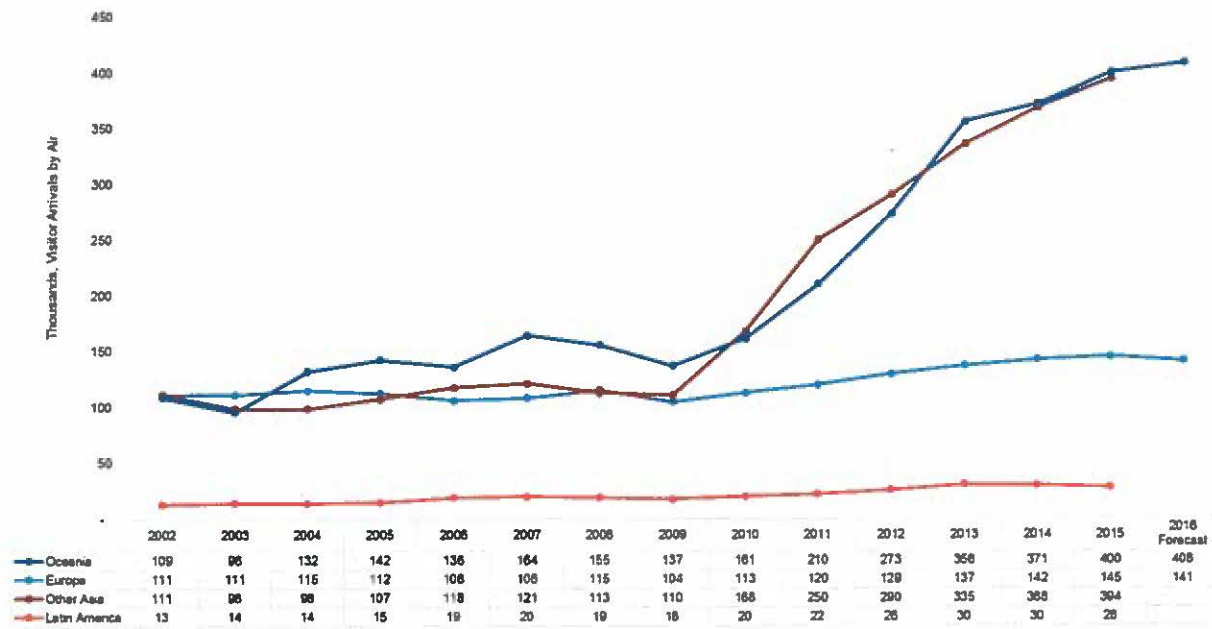
Figure 2 Visitor Arrivals – Top Four Major Market Areas
2002 – 2016 Forecast, Arrivals by Air



Source: Hawai'i Tourism Authority

- The recent surge in arrivals was mainly driven by incoming domestic visitors (U.S. West and U.S. East).
- The Japan and Canada markets were integral in the recover from the Great Recession. However, in recent years growth has slowed.

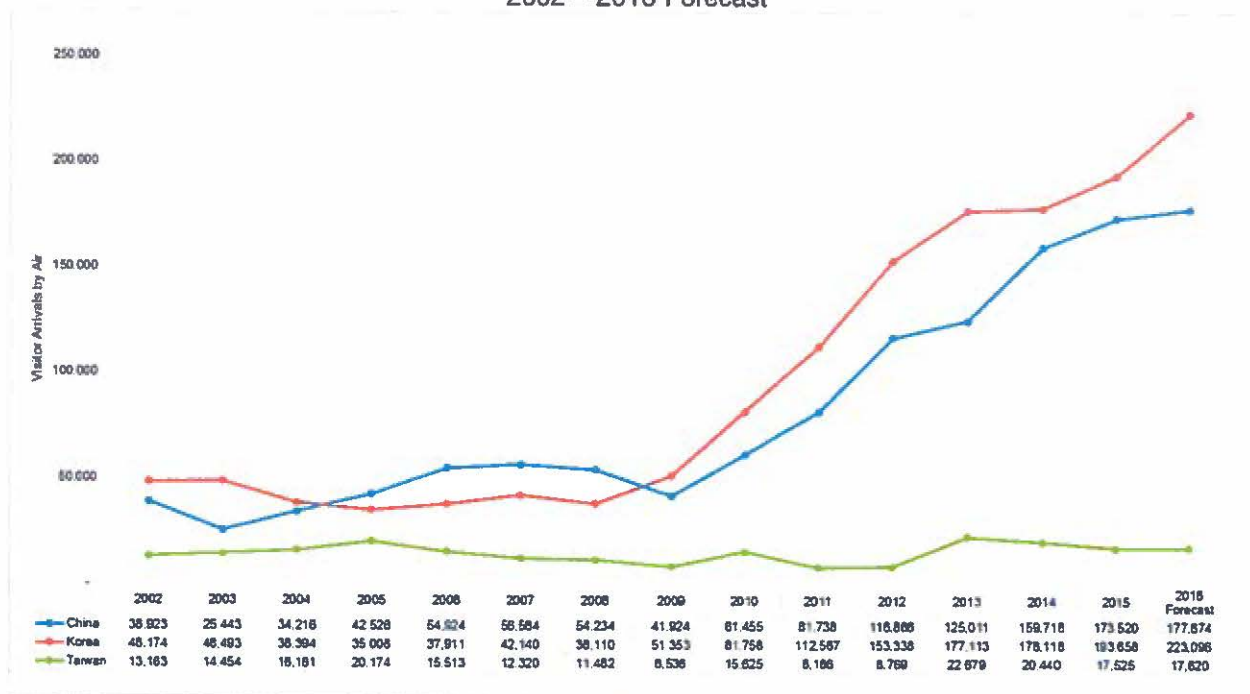
Figure 3 Visitor Arrivals – Developing Market Areas
2002 – 2016 Forecast, Arrivals by Air



Source: Hawai'i Tourism Authority

- Oceania (Australia and New Zealand) and Other Asia (Korea, China, Taiwan, Hong Kong, and Singapore) Major Market Areas have quickly developed into strong source markets and supported our recover from the Great Recession.
- Western Europe continues to be a steady source of westbound visitors.

**Figure 4 Visitor Arrivals from China, Korea, and Taiwan
2002 – 2016 Forecast**



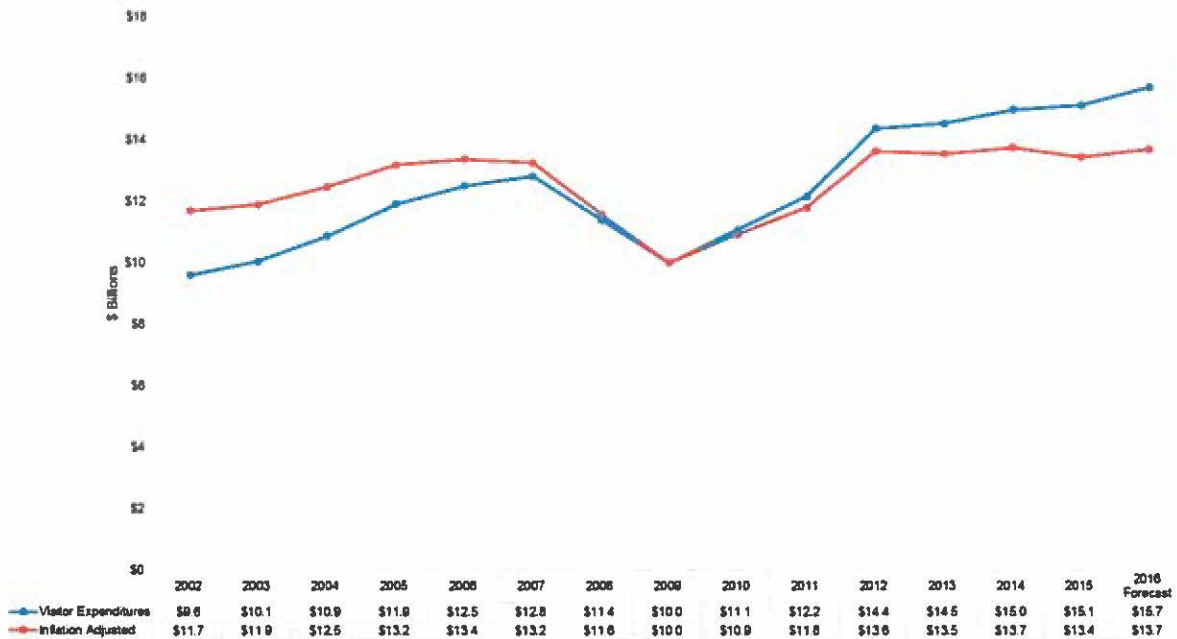
Source: Hawai'i Tourism Authority

- South Korea has quickly developed into a strong source market since the relaxation of visa requirements late in 2008.
- China continues to show growth in arrivals since the Recession.
- Even with its limited air seats availability, Taiwan has been a steady source of arrivals from Asia

Visitor Expenditures

Figure 5 Overall Visitor Expenditures

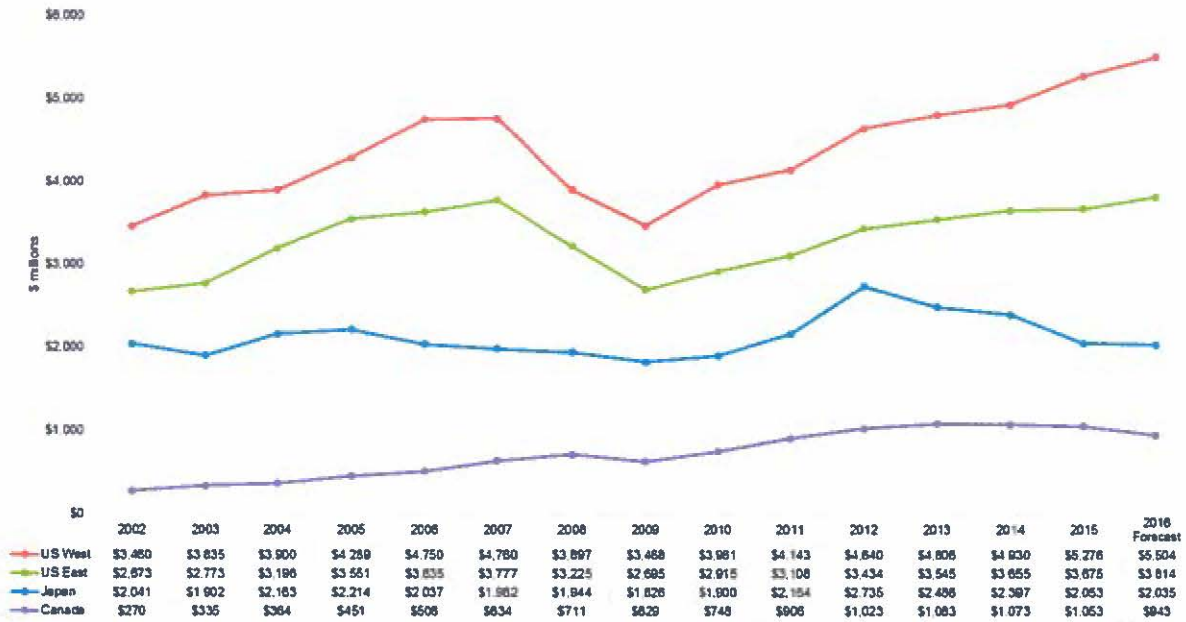
2002 - 2016 Forecast, Air, Cruise, and Supplemental Business Expenditures and Inflation Adjusted Expenditures



Source: Hawai'i Tourism Authority, DBEDT Forecasts (4Q 2016): Visitor Expenditure, Hawai'i State Department of Business, Economic Development and Tourism, 2015 Databook Table 7.35-- VISITOR INDUSTRY PRICES, PRICE DEFLATOR, AND PRICE INDEXES: 1968 TO 2015

- Growth in direct visitor expenditures continues to grow, though at a slower pace than visitor arrivals.
- Hawai'i will experience another year of nominal visitor spending. However, when adjusted for inflation, actual dollars into the state have actually plateaued since 2012.

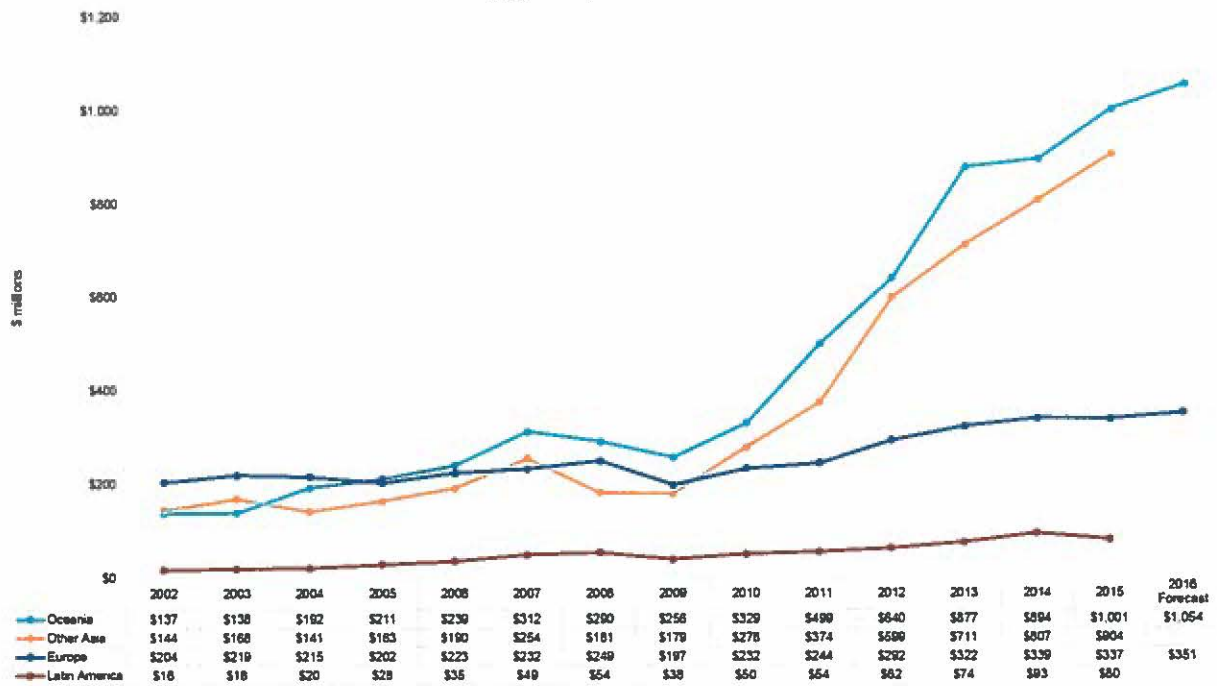
**Figure 6 Visitor Expenditures – Top Four Major Market Areas
2002 - 2016 Forecast**



Source: Hawai'i Tourism Authority

- As with the visitor arrivals growth, the U.S.A. has led in contributing to our strong growth in visitor expenditures.
- Though Japanese visitors continued to shop and spend in Hawai'i, less favorable currency exchange rates have decreased their economic impact in U.S. dollars
- The Canadian Market's contribution to visitor spending is also expected to decline for 2016 due to changes in the exchange rate and the overall health of their economy.

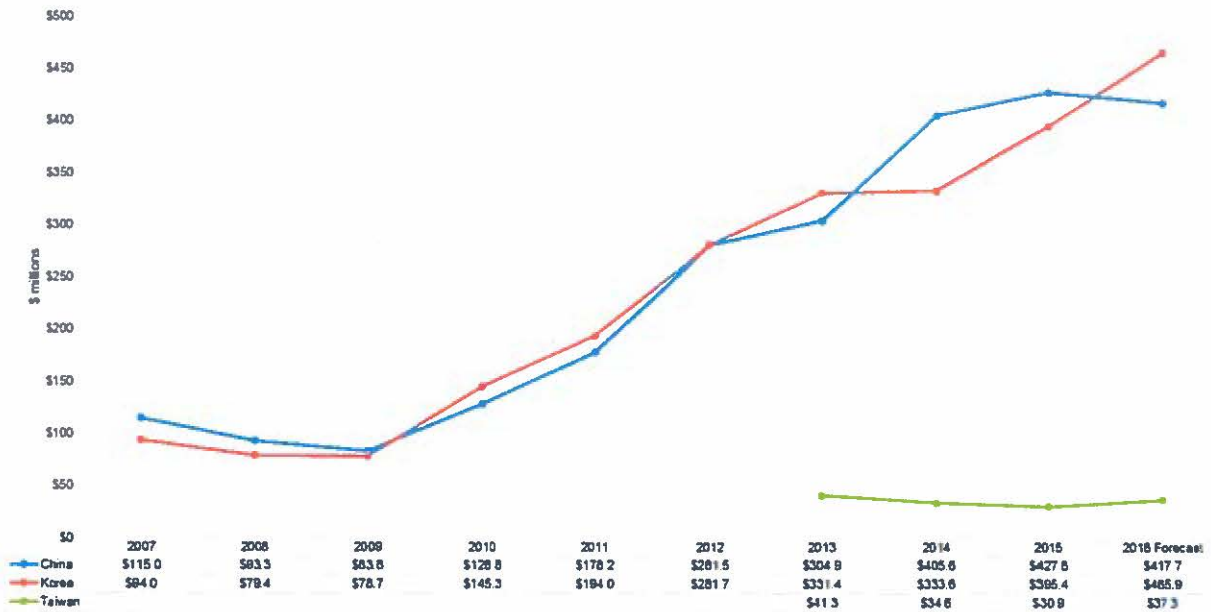
**Figure 7 Visitor Expenditures – Developing Market Areas
2002 - 2016 Forecast**



Source: Hawai'i Tourism Authority

- The Major Market Area of Oceania continues to be a strong asset to our visitor expenditure growth. Their high individual spending and volume of visitors arrivals has continued to the strong growth.

Figure 8 Visitor Expenditures from China, Korea, and Taiwan
2007 - 2016 Forecast



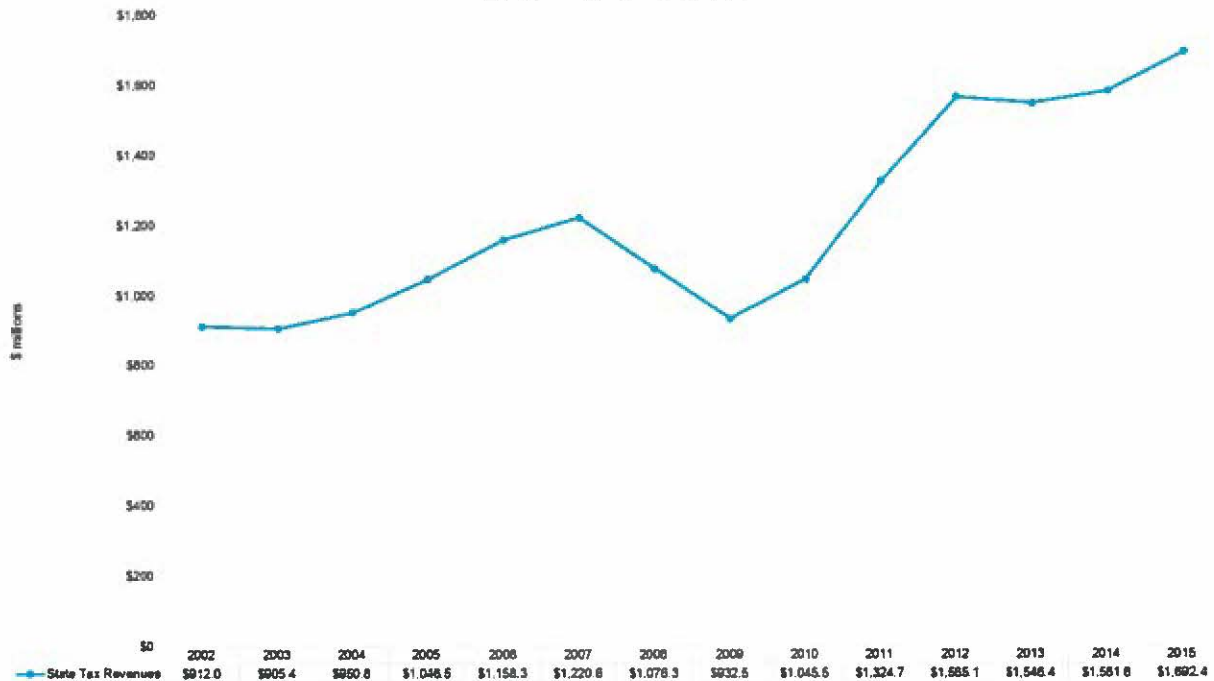
Note: Expenditure data for China and Korea are not available prior to 2007; Expenditure data for Taiwan are not available prior to 2013
Source: Hawai'i Tourism Authority

- Korea, China and Taiwan have all contributed to the growth in visitor spending after the Great Recession.
- With the strong growth in Korea visitor arrivals; Korea is expected to overtake China in its contribution to visitor spending in 2016.

Tax Revenue from Tourism

**Figure 9 State Tax Revenues (Direct and Indirect Impact)
Generated by Visitor-Related Expenditures**

2002 – 2016 Forecast



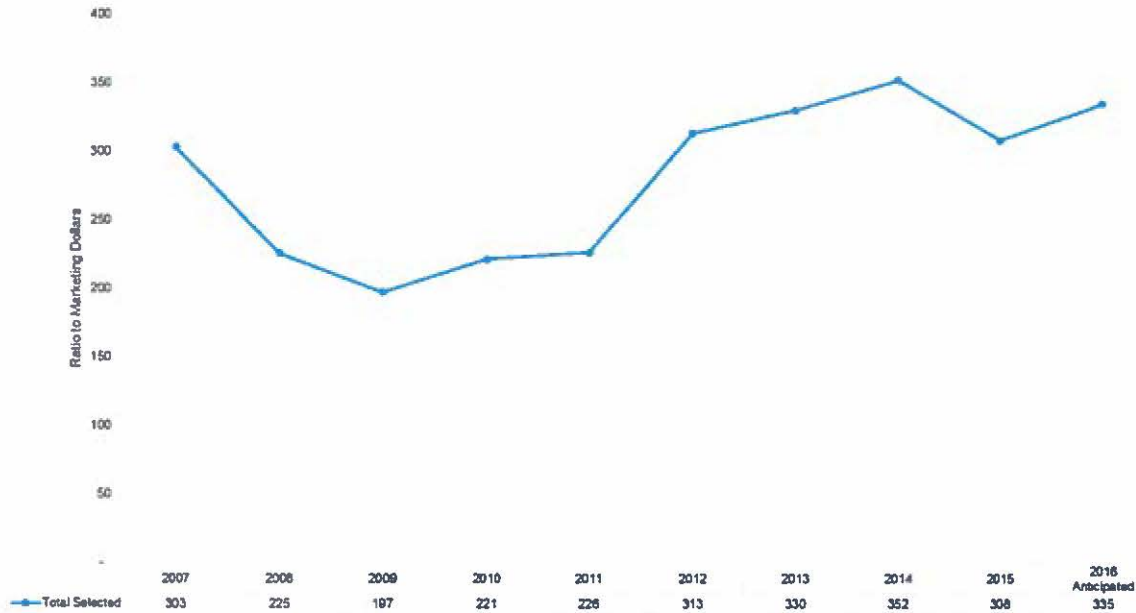
Note: Direct and Indirect Impact measures the impact of visitor expenditures through all firms that contributed to goods and services sold to visitors

Source: Hawai'i State Department of Business, Economic Development and Tourism, 2012 and 2015 Databook Table 7.32 Economic Activity Generated by Visitor-Related Expenditures

- Statewide visitor industry contributed to 23 percent of state taxes (DBEDT Table 7.34)

Return on Investment (ROI)

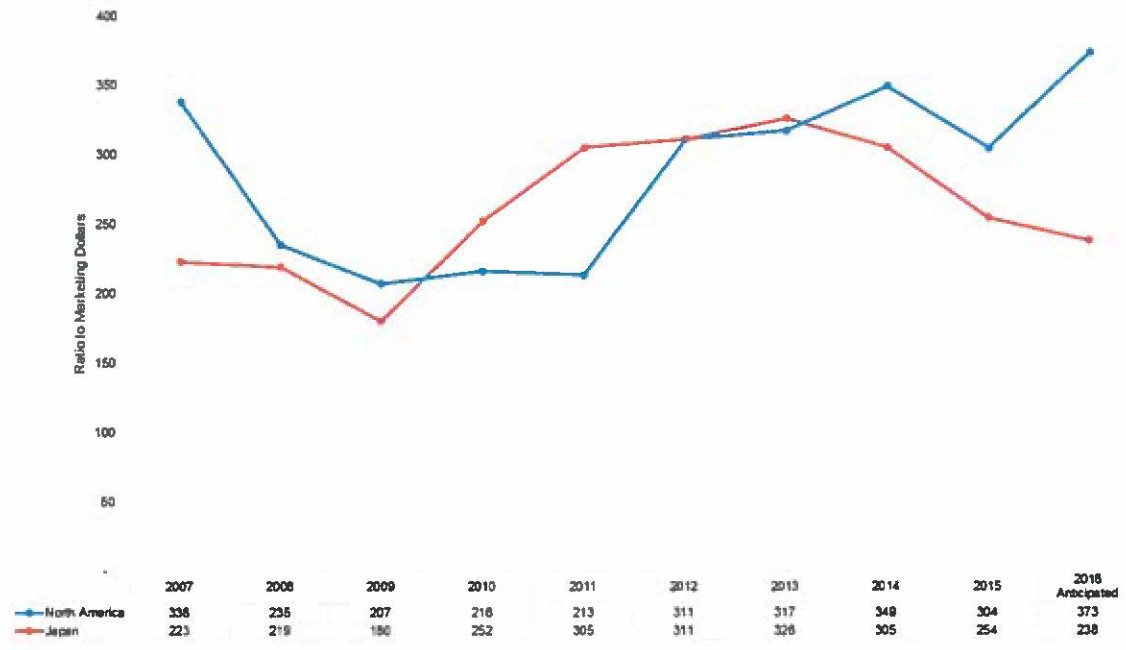
Figure 10 Visitor Expenditures to Marketing Dollars
2007 – 2016



Note: ROI calculated only for the major marketing areas of U.S. West, U.S. East, Canada, Japan, Oceania, Other Asia, and Europe
Source: Hawai'i Tourism Authority

- Since 2012 the return on marketing dollars has exceeded our pre-Recession returns.
- Even with investments put into developing new markets, Hawai'i still experiences a return of over \$300 for every dollar spent on marketing by the HTA.

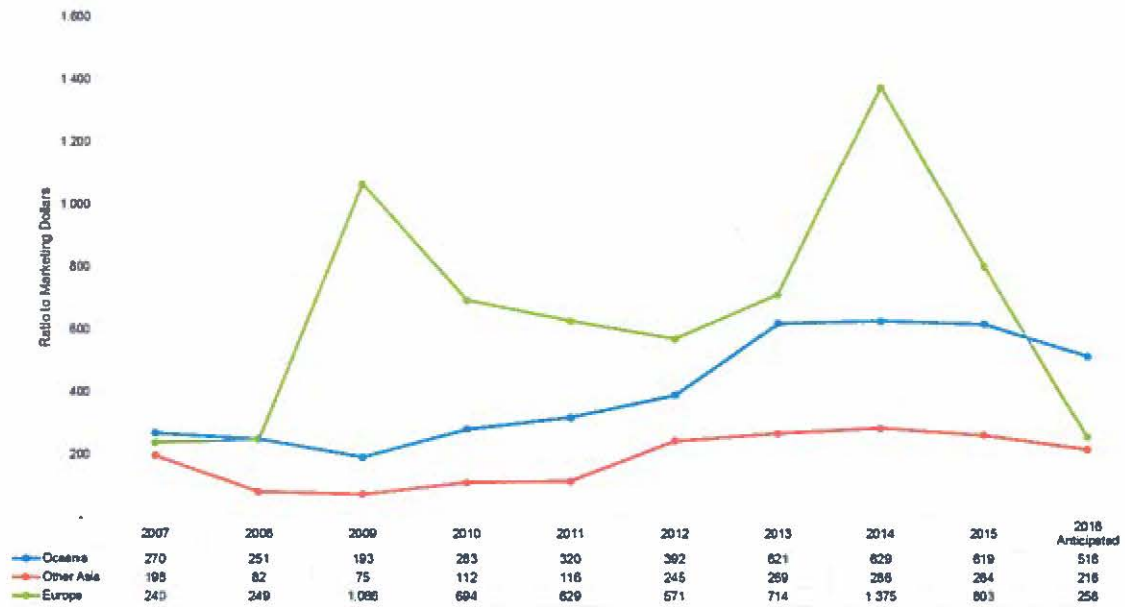
**Figure 11 Visitor Expenditures to Marketing Dollars – Top Major Market Areas
2007 – 2016**



*Note: US West, US East, and Canada were marketed together as North America
Source: Hawai'i Tourism Authority*

- Marketing dollars spent in our largest source of visitors continues to produce great results.
- The Japan market has seen some decrease in return mainly due to a less favorable exchange rate. However, this market still is producing a return better than pre-Recession rates.

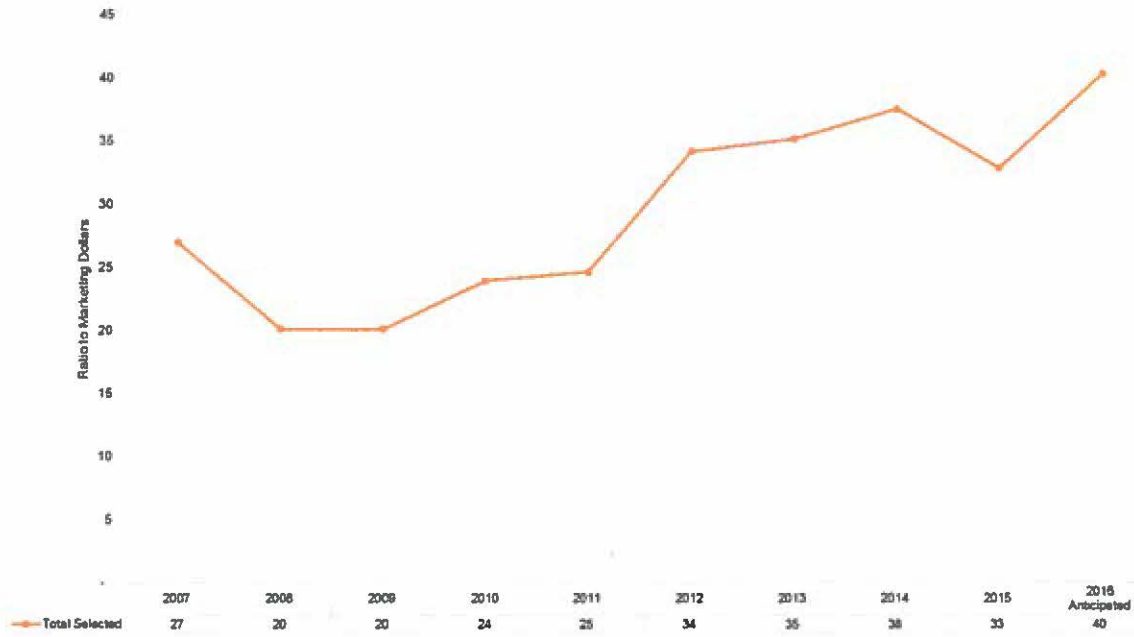
**Figure 12 Visitor Expenditure to Marketing Dollars – Developing Markets
2007 – 2016**



Source: Hawai'i Tourism Authority

- Solid investments put into developing new markets has paid off well in the recent years.
- Recently, Oceania has been our best performing market; producing a return of over \$500 visitor dollars per marketing dollar spent.
- The HTA continues to invest in Other Asia MMA, with a current return of over \$200 visitor dollars.

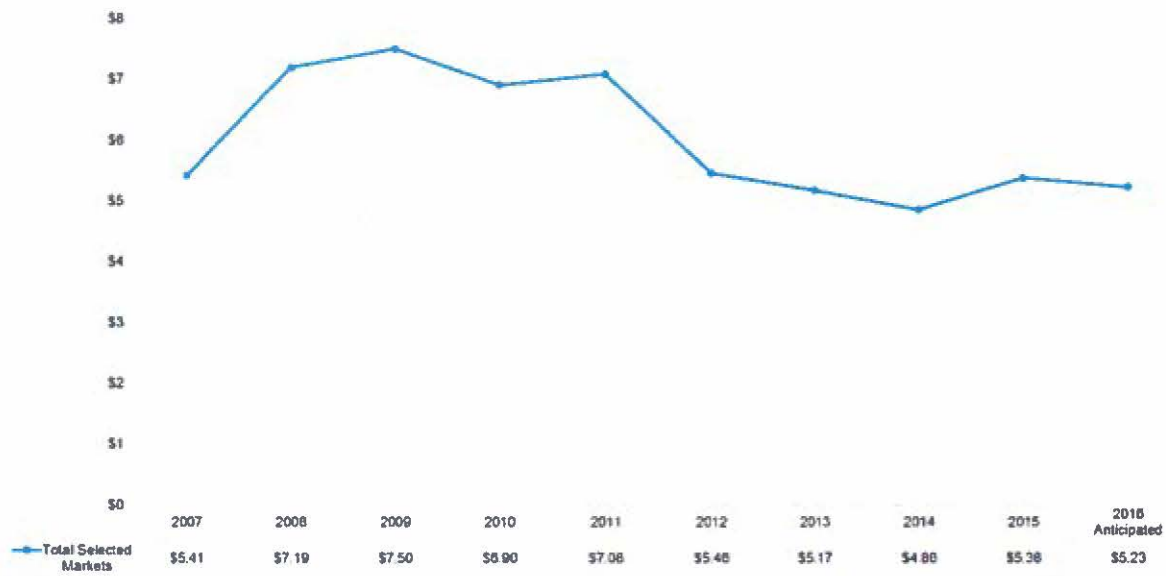
**Figure 13 State Tax Revenue Generated to Marketing Dollars
2007 – 2016 Anticipated**



*Note: ROI calculated only for the major marketing areas of U.S. West, U.S. East, Canada, Japan, Oceania, Other Asia, and Europe
Source: Hawai'i Tourism Authority*

- In 2016, \$40 in state tax revenue should be generated for each marketing dollar spent by the HTA.

Figure 14 Cost per Arrival
2007 – 2016 Anticipated



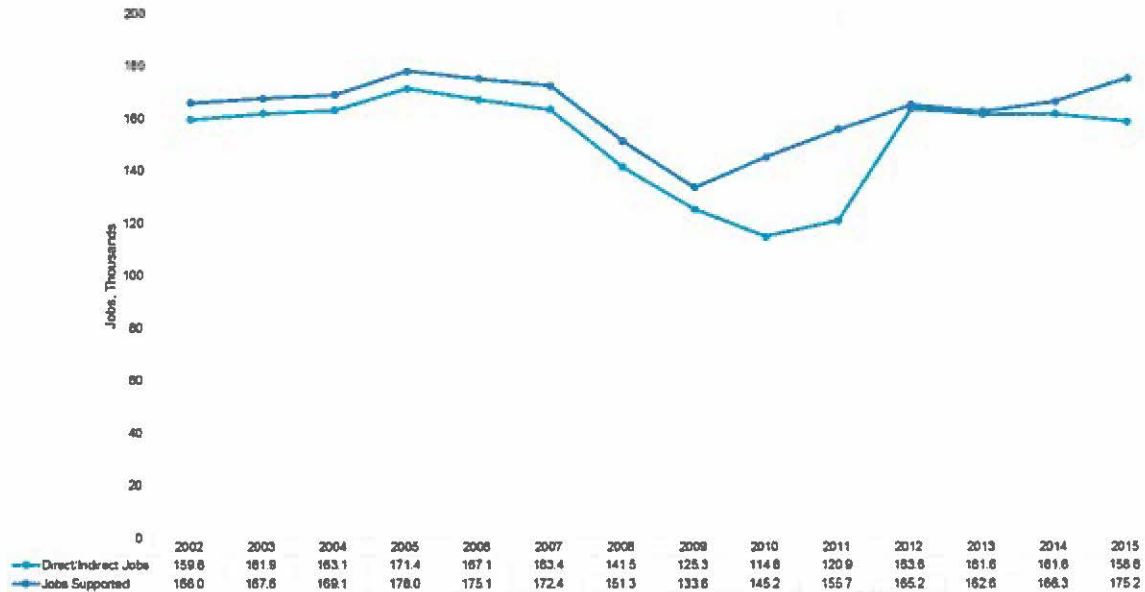
Note: ROI calculated only for the major marketing areas of U.S. West, U.S. East, Canada, Japan, Oceania, Other Asia, and Europe

Source: Hawai'i Tourism Authority

- Since 2013, the cost per arrival has been stable. The HTA continues to invest dollars into developing markets while still reaping benefits from our efficient core markets.

Jobs

Figure 15 Jobs
2002 – 2015



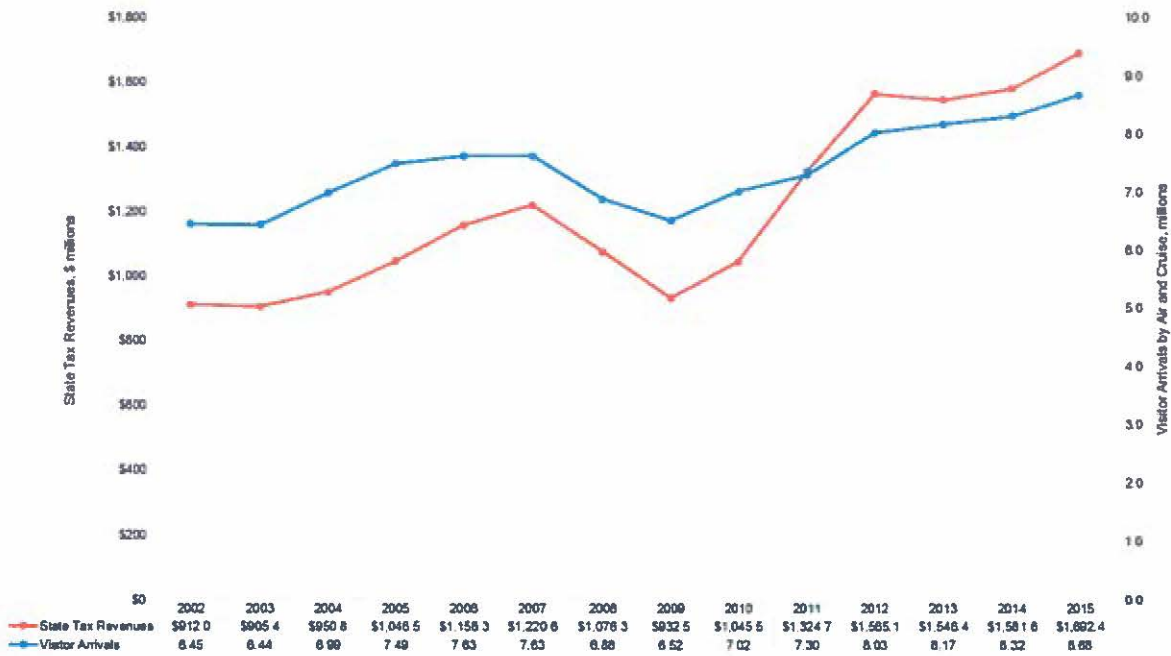
Note: Direct and Indirect Impact measures the impact of visitor expenditures through all firms that contributed to goods and services sold to visitors

Source :Hawai'i Tourism Authority and Hawai'i State Department of Business, Economic Development and Tourism, 2012 and 2015 Databook Table 7.32 Economic Activity Generated by Visitor-Related Expenditures

- Dollars that visitors spent in Hawai'i were able to support over 175,000 jobs in 2015.
- Visitor-related jobs accounted for 19 percent of all civilian jobs making tourism the number one employer in the state (DBEDT Table 7.34)

Visitor Arrivals and State Tax Revenue

Figure 16 State Tax Revenues and Visitor Arrivals
2002 - 2015

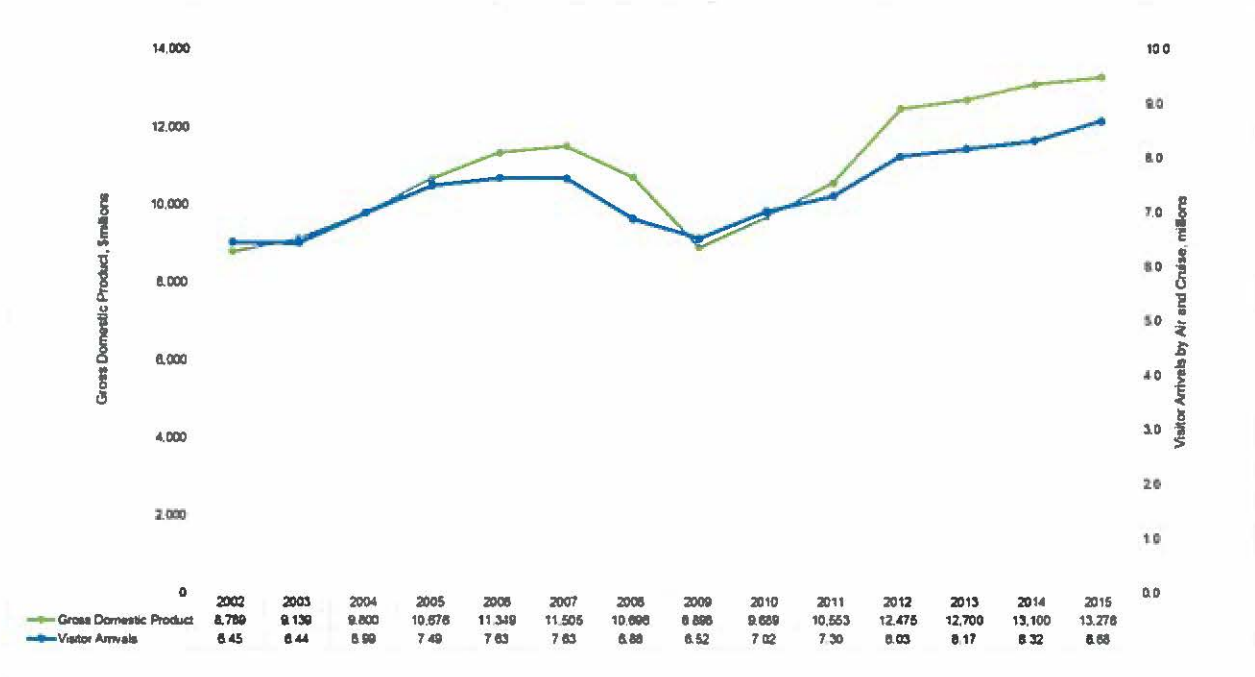


Source: Hawai'i Tourism Authority, Hawai'i State Department of Business, Economic Development and Tourism, 2012 and 2015 Databook Table 7.32 Economic Activity Generated by Visitor-Related Expenditures

- Tax revenue continued to grow driven by the strong increase in visitor arrivals.

Visitor Arrivals and State Gross Domestic Product

Figure 17 Visitor-Related Gross Domestic Product and Visitor Arrivals
2002 - 2015



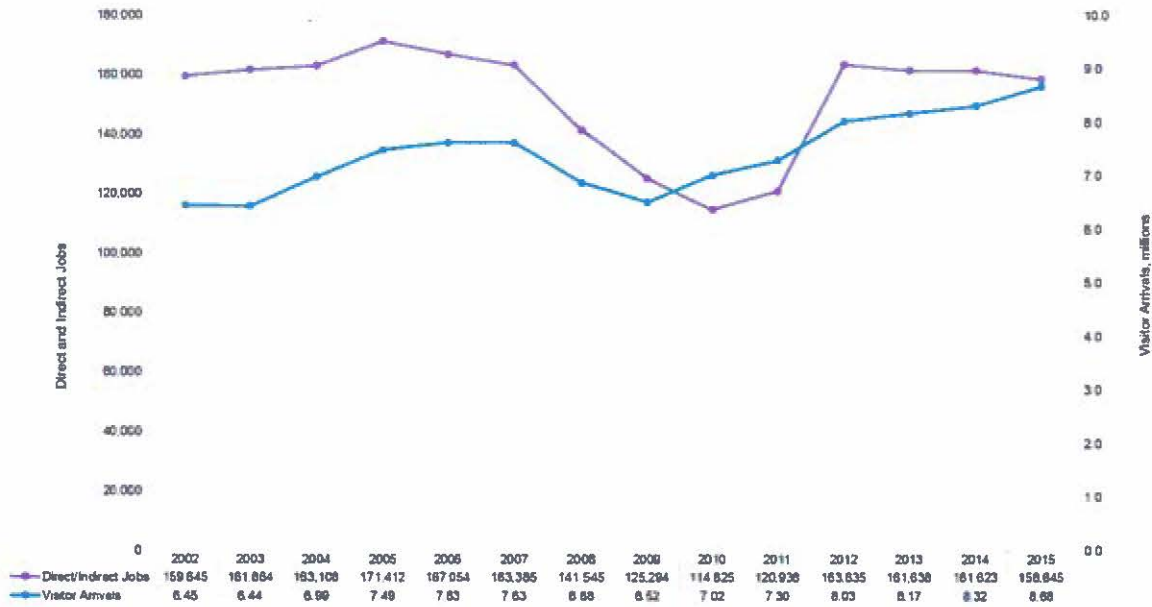
Note: Direct and Indirect Impact measures the impact of visitor expenditures through all firms that contributed to goods and services sold to visitors

Source: Hawai'i Tourism Authority, Hawai'i State Department of Business, Economic Development and Tourism, 2012 and 2015 Databook Table 7.32 Economic Activity Generated by Visitor-Related Expenditures

- The visitor industry contributes a large share of the state gross domestic product

Visitor Arrivals and Jobs

Figure 18 Jobs and Visitor Arrivals
2002 – 2015



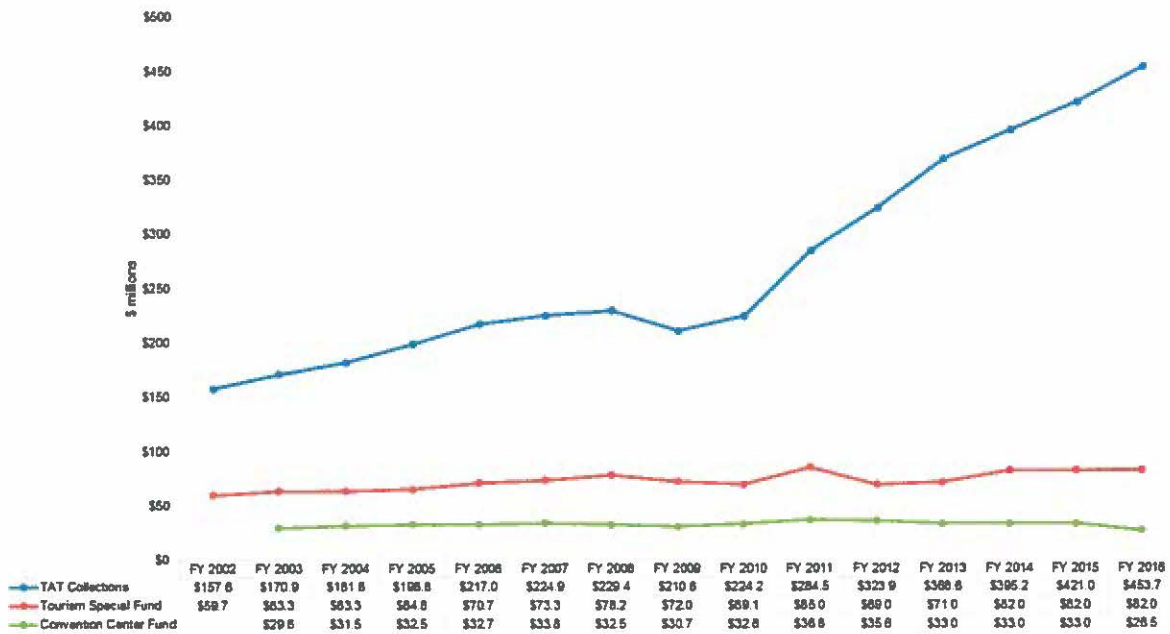
Note: Direct and Indirect Impact measures the impact of visitor expenditures through all firms that contributed to goods and services sold to visitors

Source: Hawai'i Tourism Authority, Hawai'i State Department of Business, Economic Development and Tourism, 2012 and 2015 Databook Table 7.32 Economic Activity Generated by Visitor-Related Expenditures

- Visitor arrivals continue to support the number one employer in the state.

HTA Funding and TAT

Figure 19 Hawai'i Tourism Authority Funding and Transient Accommodation Tax Collections
FY 2002 – FY 2016



Source: Hawai'i Tourism Authority

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
MAINTAINING BRAND: \$6,755,000			MAINTAINING BRAND: \$6,380,000			
Support those programs that help to maintain the brand promise into the future. These programs address and impact the long term sustainability of the destination as it relates to the fundamental elements that define Hawai'i: People, place, culture.						
HAWAIIAN CULTURE INITIATIVE			HAWAIIAN CULTURE INITIATIVE			
1	Hawaiian Music and Dance Center (Hawaiian Music and Dance Museum) <i>Develop and Grow</i>	Hawaiian Music and Dance Museum at the Hawai'i Convention Center. Funds are for the planning (concept) and development of the program and facilities.	Hawaiian Music and Dance Center (Hawaiian Music and Dance Museum) <i>Develop and Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B	Hawaiian Music and Dance Center in HCC to create mixed space, cultural preservation and resident/visitor experience.
2	Hököle'a Voyage <i>Grow</i>	For the support of Hökōle'a's around the world voyage. This is ongoing.	Hököle'a Voyage <i>Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B	Support of Hawai'ian navigation. Also, marketing opportunity to promote Hawai'i in the counties that the canoe ports.
3	Kökulu Ola: Living Hawaiian Cultural Programs <i>Develop and Grow</i>	Support for community initiated projects that preserve the Native Hawaiian culture into the future. Funding will utilized through an RFP process to support community projects that align with the HTA Strategic Plan to support long term cultural preservation efforts.	Kökulu Ola: Living Hawaiian Cultural Programs <i>Develop and Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B	Support of community initiated programs that help towards the long term survival of Hawaiian cultural knowledge, assets and world view into the future together with the Hawaiian community using tourism dollars. Bridging Hawaiian community with the visitor industry.

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
4 Hawaiian Culture Initiative <i>Develop and Grow</i>		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.	Hawaiian Culture Initiative <i>Develop and Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B & H.B. 500 Section 135	Long term partnerships with organizations that align with HTA's strategic plan who will have a direct impact in bridging the Hawaiian community and the visitor industry.
5 Hawai'i Tourism Authority Legacy Program <i>Sustain and Grow</i>		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.	Hawai'i Tourism Authority Legacy Program <i>Sustain and Grow</i>		Integrity of Place HRS 201B	Showcasing best practices and examples of cultural preservation will help to set the bar in this area so that other industry organizations can mirror these examples.
6 Ma'ema'e HTA <i>Develop and Grow</i>		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.	Ma'ema'e HTA <i>Develop and Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B	Overall cultural awareness, sensitivity and consistency with the Hawaiian Island's brand in all marketing and promotional activities. Develop lasting relationships with the Hawaiian Islands and loyalty with the destination
7 Market Support <i>Develop and Grow</i>		Providing for cultural representation in the markets for trade shows, missions, promotional events and other activities that showcase Hawai'i's unique people, place and culture.	Market Support <i>Develop and Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B	Authentic representation of Hawai'i in international markets. Entertainers/musicians and practitioners representing Hawai'i, carrying the brand message in these developing markets. Develop lasting relationships with the Hawaiian Islands and loyalty with the destination
Totals:	\$ 3,930,000		Totals:	\$ 3,825,000		

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016			HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount			
NATURAL RESOURCES			NATURAL RESOURCES				
8	Natural Resources Community Programs Sustain and Develop	Support for community initiated programs to manage, improve and protect Hawai'i's natural environment. Funding will utilized through an RFP process to support community projects that align with the HTA Strategic Plan to address impacts on the natural resources.	Natural Resources Community Programs Sustain and Develop		Integrity of Place/Destination Competitiveness HRS 201B	Support of community initiated programs that help towards the long term survival of our destination's environment into the future. A key factor in visitor's decision to visit.	
9		To create and develop an ecotourism certification program for attractions and other visitor industry products that have an environmental impact on Hawai'i.	Hawai'i ECO Tourism Association Sustain and Develop		Integrity of Place/Destination Competitiveness HRS 201B	Working toward Hawai'i being identified as a "green destination." Visitors often select their destination based on how green it is. In addition, green attractions, hotels and other segments help to create an environmentally friendly industry.	
10	Visitor Impact Program Sustain and Develop	To support island specific issues that have a significant visitor (footprint) impact on the environment. These include identified island wide issues such increasing visitor traffic to Ke'e Beach. Kaua'i businesses, community and visitor industry seek to mitigate overcrowding at Ke'e Beach resulting in erosion, traffic, pollution and safety issues at the end of Kuhio Hwy in Hanalei. This is an island wide initiative.	Visitor Impact Program Sustain and Develop		Integrity of Place/Destination Competitiveness HRS 201B	Offsetting impact in targeted areas that currently do not receive support.	
Totals:		\$ 1,625,000	Totals:	\$ 1,550,000			

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016				
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits	
CAREER DEVELOPMENT			CAREER DEVELOPMENT				
11	Industry Career Development <i>Develop</i>	Provide information and training to enhance our industry's knowledge, skills and service level to deliver our Hawaiian hospitality. Utilize technology to maximize our reach and ROI.	Industry Career Development <i>Develop</i>		Destination Competiveness HRS 201B-3(a) (22)	Provide information and training to enhance our industry's knowledge, skills and service level to deliver our Hawaiian hospitality. Utilize technology to maximize our reach and ROI.	
12	LEI (Lead, Explore, Inspire) Project <i>Grow</i>	Continue to support this program to attract and inspire Hawaii's youth to pursue careers in the visitor industry. Program consists of leadership and cultural training, site visits to hotels, and a college and career fair.	LEI (Lead, Explore, Inspire) Project <i>Grow</i>		Destination Competiveness HRS 201B-3(a) (22)	More local students are inspired to join our visitor industry workforce.	
13	Career Development <i>Develop and Grow</i>	Provide high school and college students learning and networking opportunities at the HTA Tourism Conference. Continue to support coordination efforts and meetings to bring educational institutions and industry stakeholders together to have open dialogues on career development and workforce training.	Career Development <i>Develop and Grow</i>		Destination Competiveness HRS 201B-3(a) (22)	Sustain our future visitor industry workforce	
Totals:		\$ 370,000	Totals:	\$ 325,000			
SAFETY AND SECURITY			SAFETY AND SECURITY				
14	Visitor Assistance Programs <i>Sustain</i>	Continue to support this program in each county to provide assistance and aloha to visitors who are affected by crime and other adversities while traveling in Hawaii. Services range from providing phone cards, transportation, meal coupons, to hospital visits, replacing lost IDs, assisting with hotel and airline bookings, and more.	Visitor Assistance Programs <i>Sustain</i>		Destination Competiveness HRS 237D-6.5(b)(2)	Continue to provide assistance and aloha to visitors in need; turn negative situation into a positive one, drawing visitors back to our islands.	
15	Preventative Programs <i>Develop and Grow</i>	Support efforts to build awareness of safety and security issues to prevent unsafe incidents. Utilize technology and enhance distribution channels and touch points to inform and educate visitors pre and post arrival.	Preventative Programs <i>Develop and Grow</i>		Destination Competiveness HRS 237D-6.5(b)(2)	More channels/tools to promote travel safety and reach as many visitors as possible.	

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017				FY 2016			
	FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits
16	Lifeguard Programs <i>Grow</i>		Support a statewide program to train Jr. lifeguards to increase their self-confidence, physical conditions, ocean awareness and teach them water safety, first aid and surf rescue techniques.	New Program		Destination Competitiveness HRS 237D-6.5(b)(2)	More Jr. lifeguards to be trained. Knowledge and skills gained could immediately save lives of residents and visitors alike.
17	Crisis Management <i>Sustain</i>		Minimize the impact of a crisis on Hawaii's tourism economy and to expedite its recovery. HTA does work in four (4) key areas: Mitigation, Preparation, Response and Recovery. This program also includes planning and collaborating with lead agencies and emergency responders, participating in statewide drills and exercises, and industry and community outreach. Includes upgrading of portable equipment for the HTA Command Center, and travel for staff to participate in conferences relating to crisis and other federal/state crisis planning work.	Crisis Management <i>Sustain</i>		Industry Leader HRS 237D-6.5(b)(2) HRS 201B-3(a)(24)	Maintain an ongoing crisis emergency communications system that will provide tourism-related information in preparation and in a response to a crisis/emergency.
Totals:		\$ 830,000		Totals:	\$ 680,000		
BRAND EXPERIENCE: \$11,099,364				BRAND EXPERIENCE: \$14,344,364			
To create, develop, and support those programs and projects that deliver a unique experience that aligns with our people, place, and culture. To remain competitive, cultivation of unique experiences must be aligned with our brand promise.							
HTA PRODUCT DEVELOPMENT				HTA PRODUCT DEVELOPMENT			
18	Community-Based Tourism Program <i>Sustain and Develop</i>		To develop new and maintain each island's brand identity and community-based experiences, in the areas of culture, health and wellness, edutourism, technology, agriculture, sports, and nature tourism. It also provides for capacity building of organizations. HTA will work with island-based committees to provide market direction for community-based programs, events and projects. The Community-Based Tourism Program (CBTP) will be a partnership with the Counties to evaluate and provide technical assistance to the CBTP-funded program and projects.	Community-Based Tourism Program <i>Sustain and Develop</i>		Integrity of Place - synergy between Host, Guest, & Place HRS 201B-3 (20) Destination Competitiveness - Enhance Hawaii's Value Perception HRS201B-7 (a)(3)	This program will increase visitor/resident interaction (Number of Visitors/Number of residents) and ensure that there are engaging and top-notch product offerings (both new as well as those that are an important part of the community) to support each island's brand identity.

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016				
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits	
19 Capacity-building Grow		To develop capacity-building materials, tools, workshops offered to HTA-funded projects and events, such as those supported under Signature Events and CBTP and any interested organization in further developing and enhancing its tourism product.	New Program		Integrity of Place HRS201B77(a)(3),(4)	Increased organizational capacity; new programming for events/programs; enhanced events and programs	
20 May Day Grow		Continued build out of this event to be the marquee event for the start of May in the islands, combining a tribute to Hawai'i's Beach Boys, the music that brought a spotlight to our islands and the connection to our visitors through these elements.	May Day Grow		Integrity of Place HRS 201B-3(a)(19)	N/A	
21 Monthly Music Series Develop and Grow		Creating a monthly event at various venues like the Convention Center that would showcase Hawai'i's musicians. These events would lead up to May Day and Mele Mei in the month of May. Bringing attention to Hawaiian music year round it would be used to market Hawaiian Music Month.	Monthly Music Series Develop and Grow		Integrity of Place HRS 201B-3(a)(19)	Bringing attention to Hawaiian music year round to maintain cultural integrity, provide awareness of high quality Hawaiian music performances and raise the demand for Hawaiian Music. Supports Convention Center and other venues	
22		75th Commemoration - Remembering Pearl Harbor. A month long remembrance (December 2016) including symposiums, concerts, dinners, educational seminars, tours and programs at historic sites throughout O'ahu.	Pearl Harbor 75th Anniversary		Integrity of Place - synergy between Host, Guest, & Place HRS 201B-3 (20)	Economic Impact Media Value Exposure	
23 Resort Area Programs Develop and Grow		To develop and support programs/events on Oahu's resort areas, beyond Waikiki, targeted to driving visitors to the areas.	New Program		Integrity of Place/Destination Competitiveness HRS 201B	Distribution of traffic Economic Impact Media Value Exposure	
24 Film Opportunity Develop and Grow		Film opportunity.	New Program		Integrity of Place/Destination Competitiveness HRS 201B	Economic Impact Media Value Exposure	
25 Resort Area Hawaiian Cultural Initiative Develop and Grow		To provide regularly scheduled entertainment and cultural awareness incorporated within a resort area. Currently supports program that celebrates Hula on Waikiki's hula mound. Weekly entertainment is provided for visitors as well as a torch lighting along the boardwalk. FY2017: Increase program in one more resort area. (options: Kaanapali, Kauai, Waikaloa)	Hula Mound Program Develop and Grow		Integrity of Place/Destination Competitiveness HRS 201B	Hula and music in Waikiki provided to the public four times a week. Enhances visitor experience.	
Totals:	\$ 2,436,000		Totals:	\$ 2,236,000			

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits	
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount			
SIGNATURE EVENTS			SIGNATURE EVENTS				
26	PGA Tour Contracts <i>Sustain</i>		Contract with the PGA Tour to host golf tournaments and execute a marketing program. Through the Aloha Season program, the focus is to increase exposure and generate interest in golf as an activity while visiting Hawai'i. In addition, four professional golf events on three different islands (O'ahu, Maui and Hawai'i) will be supported.	PGA Tour Contracts <i>Sustain</i>		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community Involvement Attendance Economic impact
27	WTC - Ironman World Championships <i>Sustain</i>		Contract with the World Triathlon Corporation (WTC) to support the Ironman World Championships. Programs focus on greater global exposure through distribution of the television broadcast in Hawai'i's key markets.	WTC - Ironman World Championships <i>Sustain</i>		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community Involvement Attendance Economic impact
28	LPGA <i>Develop and Grow</i>		Contract with the Ladies Professional Golf Association (LPGA) for one women's professional golf tournament in Hawai'i. Funding would assist the broadcast of the event to a national and international audience and generate interest in golf as an activity while visiting Hawai'i. The LPGA has many star players in international countries that align with Hawai'i's existing and emerging markets.	LPGA <i>Sustain</i>		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
29			Contract with the NFL to host the 2016 and 2017 Pro Bowl event. Event includes a week of activities integrating visitor and residents culminating with the AFC vs. NFC all-star game. Focus of the event is to promote media exposure, economic impact to the state, charitable giving and to extend the "Hawai'ian Islands/NFL" brand partnership to the international markets.	NFL Pro Bowl <i>Sustain and Develop</i>		Economic Benefits HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
30	Sports Contractor/Consultant <i>Develop</i>		Contract with a sports marketing consultant to review and assess HTA's current sporting events, provide input on HTA's sports marketing strategy and attract/develop new sports opportunities for the State of Hawaii.	New Program		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community Involvement Attendance Economic Impact

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
31 US Armed Forces Basketball Sponsorship <i>Develop</i>		A premier NCAA Division 1 College Basketball event featuring two games on Veteran's Day that will be broadcast live on ESPN. Currently scheduled to participate is Michigan State vs. Arizona and Indiana vs. Kansas.	New Program		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
32 Sports Programs Development <i>Develop</i>		Additional opportunities for sports programs, sports conferences, sports tourism research and others that fit HTA's strategy and Brand Management Plan.	Sports Programs Development <i>Develop</i>		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
33 Soccer <i>Grow</i>		Soccer opportunity	Soccer <i>Grow</i>		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
34 Rugby <i>Grow</i>		Contract to support multiple rugby union and rugby league events. Such events provide national and international exposure promoting Hawai'i as an active leisure destination, and support community through an event that is popular through out the world and the Pacific Island nations.	Rugby <i>Grow</i>		Integrity of Place HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
35 Surfing <i>Grow</i>		Contract with the Hawaii Amateur Surfing Association to support youth surfing events and develop the Aloha Spirit within the next generation of surfers in Hawai'i.	Surfing <i>Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B	Exposure Community involvement Attendance
36 Tennis <i>Develop</i>		Develop tennis event(s) in Hawai'i. Sponsor a Women's Tennis Association event in November on Oahu. Partner with tournament title sponsors to execute marketing programs that provide exposure for the sponsor and the Hawai'ian Islands and continue to build interest in tennis as an activity while visiting Hawai'i. Consider additional tennis opportunities.	Tennis <i>Develop</i>		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017				FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
	FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
37	TEAM Unlimited - Xterra/Xduro Sustain		Contract to support the Xterra World Championships, an off-road triathlon and the Xterra Trail Run Championships, a 1/2 marathon trail run. Both programs provide national and international exposure promoting Hawai'i as an active leisure destination.	TEAM Unlimited - Xterra/Xduro Sustain		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
38	Kemper Sports - Maui Invitational Sustain		Contract to support the Maui Jims Maui Invitational. The invitational is a pre-season NCAA men's basketball tournament. Funding supports ESPN national broadcast coverage of a 3-day, 12-game tournament on Maui as well as youth clinics on 3 different islands leading up to the event.	Kemper Sports - Maui Invitational Sustain		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
39	ESPN Hawai'i Bowl / Diamond Head Classic Sustain and Develop		Hawai'i Bowl is a post-season NCAA Football Bowl Subdivision college football bowl game. The game matches teams from American Conference vs. Mountain West (MW) member schools. Increase in cost is part of a restructured agreement with the MW, a "Hawai'i guarantee" allows the University of Hawai'i the Hawai'i Bowl bid, regardless of its standings in the MW, provided it is bowl eligible and doesn't disqualify for the BCS. The Diamond Head Classic is a three-day, eight-team invitational college basketball tournament hosted by the University of Hawai'i. Each team plays three games, winners facing winners and losers facing losers.	ESPN Hawai'i Bowl / Diamond Head Classic Sustain and Develop		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
40	Kaua'i Marathon Sustain		Contract with the Kaua'i Marathon to promote travel to Kaua'i during a shoulder period and to provide media exposure for Kaua'i and the Hawai'ian Islands throughout the year.	Marathon Sustain		Destination Competitiveness/Economic Benefits HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
41 Volleyball Develop		Develop additional Volleyball (sand, indoor) event(s) in Hawai'i. Securing international youth, collegiate, elite, professional events that will bring an international following and TV coverage. In addition to the volleyball event(s) establish programs on multiple neighbor islands. Partner with tournament title sponsors to execute marketing programs that provide exposure for the sponsor and the Hawai'ian Islands.	Volleyball Develop		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
42 Duke's OceanFest Develop and Grow		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.	Duke's OceanFest Develop and Grow		Destination Competitiveness HRS 201B-3(a)(19)	Exposure Media Value Community involvement Attendance Economic impact
43 Canoe Regatta Develop and Grow		Queen Liliuokalani Canoe Races in coordination with Kai Opua Canoe Club and the Hawai'i Canoe Racing Association (HCRA).	Canoe Regatta Develop and Grow		Destination Competitiveness/Integrity of Place HRS 201B-3(a)(19)	Economic Impact Media Value Exposure Highlight Host Culture Community Integration
44 Signature Events Festivals RFP (2015/2016)		Opportunities for current and new signature events and festivals throughout the Hawaiian Islands.	New Program		Destination Competitiveness/Integrity of Place HRS 201B-3(a)(20)	Economic Impact Media Value Exposure Highlight Host Culture Community Integration
45 Pow Wow Hawai'i Develop and Grow		Centered around a week-long event in Hawai'i, POW! WOW! has grown into a global network of artists and organizes gallery shows, lecture series, schools for art and music, mural projects, a large creative space named Lana Lane Studios, concerts, and live art installations across the globe. The central event takes place during Valentine's Day week in February in the Kaka'ako district of Honolulu, and brings over a hundred international and local artist together to create murals and other forms of art.	Pow Wow Hawai'i Develop and Grow		Destination Competitiveness/Integrity of Place HRS 201B-3(a)(20)	Exposure Media Value Community involvement Attendance Economic impact
46 International Film Festivals Sustain		To deliver a unique experience that aligns with our people, place, and culture aligned with our brand promise. Various film festivals will execute programs and grow partnerships with other international film festivals.	International Film Festivals Sustain		Destination Competitiveness HRS 201B-3(a)(20)	Exposure Media Value Community involvement Attendance Economic impact

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
47 Honolulu Festival Sustain		Honolulu Festival promote economic corporation and ethnic harmony between the people of Hawai'i and Pacific Rim region. Each year, the festival draws thousands of new and returning spectators who are looking for an experience beyond Hawaii. Through educational programs and activities sponsored by the festival foundation, the festival continues to share the rich and vibrant blend of Asia, Pacific and Hawaiian cultures with the reest of the world.	Honolulu Festival Sustain		Economic Benefits HRS201B-7(a)(1),(3)	Attendance Economic Impact Media Value Exposure Satisfaction
48 Pan-Pacific Festival Sustain		Pan Pacific Festival allows visiting participants from Pan Pacific regions to showcase their cultural heritage, traditions and music. By highlighting traditional folk music, arts and crafts and brininging internationally respected performers to Hawaii, Pan Pacific Festival has served multiple countries as cultural goodwill ambassador, introducing the people of Hawaii and its many visitors to the richness of the culture.	Pan-Pacific Festival Sustain		Economic Benefits HRS201B-7(a)(1),(3)	Attendance Economic Impact Media Value Exposure Satisfaction
49 Kōloa Plantation Days Sustain		Agreement to support Kōloa Plantation Days to deliver a unique experience that aligns with Hawaii's people, place, and culture aligned with HTA's brand promise.	Kōloa Plantation Days Sustain		Destination Competitiveness HRS 201B-3(a)(20)	Exposure Media Value Community involvement Attendance Economic impact
50 Kona Coffee Cultural Festival Sustain		Agreement to support Kona Coffee Cultural Festival to deliver a unique experience that aligns with Hawaii's people, place, and culture aligned with HTA's brand promise.	Kona Coffee Cultural Festival Sustain		Destination Competitiveness HRS 201B-3(a)(20)	Exposure Media Value Community involvement Attendance Economic impact
51 Maui Film Festival Sustain		Agreement to support Maui Film Festival to deliver a unique experience built around local and international films that aligns with Hawaii's people, place, and culture aligned with HTA's brand promise.	Maui Film Festival Sustain		Destilnation Competitiveness HRS 201B-3(a)(20)	Exposure Media Value Community involvement Attendance Economic impact

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
52 Hawai'i Food and Wine Festival Sustain and Grow		The Hawai'i Food & Wine Festival celebrates Hawai'i's regional cuisine and premier island chefs during Hawai'i's Fall shoulder period. It features a roster of internationally renowned master chefs, culinary personalities and wine and spirit producers. Visitors and residents are able to participate in events during this festival, which showcases dishes using Hawai'i's local produce, seafood, beef and poultry. The festival has expanded to Maui in 2013 and Hawai'i island in 2014. New events were added in 2015 with the expansion of the Maui events, which include a golf tournament, mixology event, and a grazing walk around event.	Food and Wine Festival Sustain and Grow		Destination Competitiveness HRS 201B-3(a)(20)	Attendance Economic Impact Media Value Exposure Satisfaction
53 Mele Mei & Na Hōkū Music Festival Sustain and Grow		Support of Mele Mei, a month-long celebration of Hawaiian music (and Hawai'i's music) and dance; the events capitalize on Hawaiian music's global appeal to make the State of Hawai'i the destination for national and international participants and visitors while increasing visitor arrivals during the Spring (April/May) shoulder season.	Mele Mei & Na Hōkū Music Festival Sustain and Grow		Integrity of Place HRS 201B-3 (20)	Economic Impact Media Value Exposure Highlight Host Culture Community Integration
54 Aloha Festivals Sustain and Grow		Aloha Festivals is a Hawaiian cultural event that showcases Hawai'i's music, dance, history and traditions in the fall of each year. This event is held statewide and includes events such as the Royal Court Investiture, a Ho'olaule'a, the Aloha festivals signature parade as well as the opening ceremonies. HTA will focus on working with event organizers to organize a statewide brand to build a premier statewide Hawai'i cultural event.	Aloha Festivals Sustain and Grow		Integrity of Place/Destination Competitiveness HRS 201B	Attendance Economic Impact Media Value Exposure Satisfaction
55 King Kamehameha Celebration Sustain and Grow		June 11th of each year was designated a public holiday to honor the memory of Kamehameha the Great, who united all of the Hawai'i Islands. Events include a Kamehameha Day parade, arts and crafts displays and a lei draping ceremony. 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.	King Kamehameha Celebration Sustain and Grow		Integrity of Place/Destination Competitiveness HRS 201B	Attendance Economic Impact Media Value Exposure Satisfaction

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
56 Prince Lot Hula Festival Sustain and Grow		This Festival is held in honor of Prince Lot Kapuaiwa (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.	Prince Lot Hula Festival Sustain and Grow		Integrity of Place/Destination Competitiveness HRS 201B	Attendance Economic Impact Media Value Exposure Satisfaction
57 Merrie Monarch Hula Festival Sustain		The Merrie Monarch Festival is a week-long cultural festival that take places annually on the island of Hawai'i. It honors King David Kalākaua who was called the "Merrie Monarch" for his patronage of the arts and is credited for restoring many Hawai'ian cultural traditions during his reign, including hula. Many halau 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. Online live broadcast reaches viewers around the world.	Merrie Monarch Hula Festival Sustain		Integrity of Place/Destination Competitiveness HRS 201B	Attendance Economic Impact Media Value Exposure Satisfaction
58 Prince Kūhiō Celebration Sustain		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 Hawai'ian Homes and the Hawai'i National Parks. The month long celebration includes parades, lū'au, holokū balls, chorale concerts, commemorative ceremonies and Hawai'ian music performances. Events will be held on Oahu, Maui, Kauai and Hawai'i Island.	Prince Kūhiō Celebration Sustain		Integrity of Place/Destination Competitiveness HRS 201B	Attendance Economic Impact Media Value Exposure Satisfaction
Totals:	\$ 7,713,364		Totals:	\$ 11,158,364		

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016			
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits
GREETINGS (KAHEA)			GREETINGS (KAHEA)			
59	Kāheea Program - Airport Greetings <i>Sustain, Develop and Grow</i>	Continue to create a sense of place through programs that highlight the host culture at Hawai'i airports. This is accomplished through incorporation of the Hawai'ian language, Hawaiian cultural content, greeting programs that share Hawai'ian 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. Continued work on an in-flight video to provide Hawaiian language greeting, arrival information, and safety information and an in-room video to carry the same Hawai'ian greeting message with more in-depth travel safety information.	Kāheea Program - Airport Greetings <i>Sustain, Develop and Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B	Visitor Satisfaction
60	Kāheea Program - Harbor Greetings <i>Sustain, Develop and Grow</i>	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.	Kāheea Program - Harbor Greetings <i>Sustain, Develop and Grow</i>		Integrity of Place/Destination Competitiveness HRS 201B	Visitor Satisfaction
Totals:	\$ 950,000		Totals:	\$ 950,000		

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016			HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount			
BRAND MANAGEMENT: \$64,415,000 Destination marketing and marketing support to attract visitors to the Hawai'ian Islands.			BRAND MANAGEMENT: \$65,283,233				
ACCESS			ACCESS				
61	Tourism Access and Stimulus Fund (Airline Development Program) Sustain, Develop and Grow	Cooperative marketing programs with airlines and wholesalers to bring visitors to Hawai'i. The program seeks to attract higher spending, active visitors to Hawai'i; expands exposure for the overall destination with emphasis on the shoulder seasons; helps to strengthen traffic on existing routes; and, identifies and helps develop potential new route opportunities in un-served or under-served domestic and international markets. Looking at future opportunities in the international markets, attracting new carriers, routes, increasing frequencies and charter services. Work with carriers to develop inter island partnerships to grow inter-island competition.	Tourism Access and Stimulus Fund (Airline Development Program) Sustain, Develop and Grow		Economic Benefits HRS 201B-3(a)(18) HRS 201B-7(a)(6)	Arrivals Economic Impact Exposure	
62	Route Development Program Develop and Grow	The program monitors the airline industry for Hawai'i and over all looking at load factors, yielding and market demand from origination points that enable us to make recommendations on maintaining and growing domestic and international lift to Hawai'i. The program assists the State with discussions with various airline carriers, and partnering airports in discussions regarding new route, and representation at airline meetings and conferences.	Route Development Program Develop and Grow		Economic Benefits HRS 201B-3(a)(18) HRS 201B-7(a)(6)	Arrivals Economic Impact	
63	Cruise Develop and Grow	Coordination and collaboration between HTA, DLNR and DOT Harbors Division to better manage the cruise industry for the State. - Administrative coordination and liaison with state agencies and cruise ship companies for joint meetings, policy and procedures and fees for all ports. - Maintenance of Hawaii.PortCall.com, the state's cruise scheduling system. - Consultant to monitor the cruise industry for Hawai'i and identify potential opportunities for additional voyages to the Hawaiian Islands. The consultant will assist the State with discussions with various cruise lines and partnering ports and provide ongoing representation to the cruise industry.	Cruise Develop and Grow		Economic Benefits HRS 201B-3(a)(17) HRS 201B-7(a)(1),(6)	Economic Impact	

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016			HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount			
Totals:	\$ 3,930,000		Totals:	\$ 5,580,000			
MAJOR MARKET MANAGEMENT			MAJOR MARKET MANAGEMENT				
64	USA Sustain	To grow demand for the record high number of air seats to the islands. Statewide and island-specific message creation and delivery will continue to be coordinated and integrated. Marketing will focus on creating new customers with messages about unique-to-Hawaii excursions and destinations within all islands, and host and contemporary culture. Building on the #LetHawaiiHappen platform, HVCB will utilize paid and earned media and peer-to-peer influence via social marketing. Travel Trade efforts will complement and support the efforts. 2017 scope of services includes US MCI; 2016 was a separate contract and budget line.	North America (U.S. West, U.S. East and Canada) Sustain		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Leisure KPIS (2016): Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure (2016): Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views) MCI (2016): Hotel Booked Room Nights, New to Hawaii, Conversion Percentage	
65	Island Chapters Staffing & Admin (formerly NA Contract) Sustain	Staffing and administrative costs to provide core island support services for all MMAs. Sole source contract with HVCB.	Included in North America		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Continue to provide island support to all MMAs.	
66	Canada Grow	To grow demand for the record high number of air seats to the islands. Target lifestyle market segments that have the greatest measurable return on investment. Increase awareness, familiarization, and understanding of the diversity of Hawaii's people, place, and culture. Expand research efforts to analyze long term travel trends to identify segments of high value and next generation of travelers. Build the brand of the Hawaiian Islands as well as the specific islands of Oahu, Maui, Hawaii Island, Kauai, Lanai, and Molokai.	Included in North America		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Leisure KPIS (2016): Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure (2016): Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views) MCI (2016): Hotel Booked Room Nights, New to Hawaii, Conversion Percentage	

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
67 Global Contract - Staffing and Admin. <i>Develop</i>		<p>Staffing and administrative costs to support Research on Tourism and Hospitality, Website for Hawai'i Destination Marketing and Intellectual Property Data Bank Management.</p> <p>A new version of the gohawaii.com site is being worked on by another contractor. See gohawaii.com budget line.</p>	North America Contract - Staffing and Admin. <i>Develop</i>		Destination Competitiveness HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2))	Continue to provide research and analysis, intellectual property databank, and online management services to the HTA.
68 Intellectual Property Data Bank <i>Develop and Grow</i>		Continue improvements and maintenance of the Intellectual Property Databank by retaining software licensing and support agreements for editing, processing, maintenance and hosting. Obtain required licensing (talent and stock photography) and creative development of still photography and b-roll.	Intellectual Property Data Bank <i>Develop and Grow</i>		Destination Competitiveness HRS 201B-7(a)(1) HRS201B-7(b)((2))	Further image and footage captures for individual islands and Hawaiian Culture.
69 Japan <i>Sustain and Grow</i>		<p>Increase collaboration with industry partners as well as develop more of an on-line presence to engage our audience in the experiential value of a Hawai'i vacation. More emphasis will be placed on the MCI market to support Hawai'i's short term group needs while taking advantage of the growth in seat inventory and origination points out so Japan. Continued support of regional points and new route, Establishing better connectivity between all neighbor islands. Maximize exposure and momentum of marketing programs through industry participation.</p>	Japan <i>Sustain and Grow</i>		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2))	<p>Leisure KPIS (2016): Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution</p> <p>Exposure (2016): Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views)</p> <p>MCI (2016): Hotel Booked Room Nights, New to Hawai'i, Conversion Percentage</p>

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
70 Japan - Legislative International Marketing Initiative <i>Grow</i>		Positioning Hawai'i's experiential value proposition with travel trade partners to increase arrivals.	Japan - Legislative International Marketing Initiative <i>Grow</i>		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Increase in Arrivals; Room Nights, Visitor Spending
71 Korea <i>Sustain and Grow</i>		Providing destination marketing management and activities related to leisure travel and meetings, conventions & incentives (MCI) that drive incremental visitation from Korea. Working on market share retention and growth in an effort to counter product price positioning and competition from competitive destinations. Need to support the growth and retention in seat inventory out of South Korea.	Korea <i>Sustain and Grow</i>		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Leisure KPIS (2016): Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure (2016): Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views) MCI (2016): Hotel Booked Room Nights, New to Hawai'i, Conversion Percentage
72 Korea - Legislative International Market Initiative <i>Grow</i>		To implement additional airline or wholesaler co-op programs that leverage carrier service and implement co-op airline or wholesaler programs that support the softness in service.	Korea - Legislative International Market Initiative <i>Grow</i>		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Increase in Arrivals, Room Nights, Visitor Spending, and Total Expenditures.
73		Korea opportunity.	Korea - Special Program <i>Grow</i>		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Exposure - Public Relations (publicity value, impressions), Social Media (Unique visitors), Advertising Value Equivalency

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
74 China Develop and Grow		Increase travel trade collaboration and promotional efforts in key regions and to help improve load factors. Increase consumer branding via online, social media, print, TV and other media outlets to generate greater brand recognition of and travel demand for our Hawaiian islands.	China Develop and Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Leisure KPIS: Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure: Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views) MCI: Hotel Booked Room Nights, New to Hawai'i, Conversion Percentage
75 China - Legislative International Market Initiative Grow		Capitalize on the recent visa validity extension and implement additional programs to increase awareness, stimulate travel demand, improve air seat capacity, and drive incremental arrivals and expenditures to Hawai'i.	China - Legislative International Market Initiative Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Increase in Arrivals; Room Nights, Visitor Spending

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
76 Taiwan Develop and Grow		Continue to raise consumer interest and desire for travel to Hawai'i. Develop online and social media promotional campaigns to create topics and exposure for Hawaiian Islands. Focus on travel trade education and collaboration with airlines, tour operators, and Hawai'i industry partners to develop attractive products to counter increased competitions from low-cost destinations.	Taiwan Develop and Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Leisure KPIS: Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure: Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views)
77 Taiwan - Legislative International Market Initiative Grow		Implement additional co-op programs with airlines and wholesalers to stimulate travel demand, improve load factors, and grow seat inventory out of Taiwan.	Taiwan - Legislative International Market Initiative Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Increase in Arrivals; Room Nights, Visitor Spending
78 Southeast Asia Develop and Grow		Continue to educate consumer and trade partner in the Southeast Asia region about Hawai'i. Spend effort to increase interest and demand from Singapore, Malaysia for Hawai'i.	Southeast Asia Develop and Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Leisure KPIS: Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure: Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views)
79 Hong Kong Develop and Grow		Develop integrated marketing programs to stimulate travel interest and demand from Hong Kong to Hawai'i. Work with airlines and travel trade to develop and grow direct service from the region.	Hong Kong Develop and Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Leisure KPIS: Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure: Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views)

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
80 Oceania Sustain and Grow		This market has potential for further growth While critical trade training will continue additional awareness and demand will be created through cost effective, digital, consumer direct marketing programs in both Australia and New Zealand. PR activities will also be increased and integrated with the consumer direct marketing program. Additional effort will be placed on the MCI segment with many new activities in both countries.	Oceania Sustain and Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Leisure KPIS (2017): Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure (2017): Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views) MCI (2017): Hotel Booked Room Nights, New to Hawai'i, Conversion Percentage
81 Oceania - Legislative International Market Initiative Sustain		Support airline and airport programs; ; provide additional co-op marketing programs to cultivate additional service.	Oceania - Legislative International Market Initiative Sustain		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Increase in Arrivals; Room Nights, Visitor Spending
82 Europe Sustain and Grow		To increase awareness, demand and arrivals for the destination, funds will be used for collaborative campaigns with the travel trade to drive bookings; sales calls and trainings; consumer brand awareness programs and campaigns; enhancement of product manager and media FAMs; and increased social media activity. Main markets are the UK and Germany with secondary markets of France, Switzerland, Italy and Scandinavia .	Europe Sustain and Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Leisure KPIS (2016): Arrivals, Visitor Spending, Visitor Days, Daily Spending, Island Distribution Exposure (2016): Public Relations (Publicity Value, Impressions), Social Media (Fan Base, Applause, Conversation, Amplification), Online/Web (Unique Visitors, Site Duration, Page Views) MCI (2016): Hotel Booked Room Nights, New to Hawai'i, Conversion Percentage
83 Europe - Legislative International Market Initiative Grow		Drive consumer demand in order to support and improve access options. Provide additional co-op marketing programs to support potential carriers and tour operators.	Europe - Legislative International Market Initiative Grow		Economic Benefits HRS 201b-6 (5)	Increase in Arrivals; Room Nights, Visitor Spending

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016				
	FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits
84	Market Development Explore, Develop and Grow		<p>Because of the current market conditions we would like to utilize these funds in markets where there is opportunities to impact market share retention or gain and have the greatest return on our marketing investment. We will look for opportunities where we will be able to partner with the industry to help supplement the funding to grow our impact. Efforts will have goals set and a means to measure results. Also market development for developing markets working which helps towards strengthening our diversification across international markets. Out of the available market development funds, a portion of funds shall be used at HTA staff's discretion to support new opportunities, such as sports, entertainment, major market response, and Hawaiian culture.</p> <p>Fund usage procedure: For cumulative initiative expenditures greater than \$50,000, both HTA Board Chair and COO will approve or reject. For cumulative expenditures less than \$50,000, only COO will approve or reject.</p>	Market Development Explore, Develop and Grow		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Arrivals Exposure Economic Impact
85	Transitional Marketing Contractors Develop		Transitional budget for contractors that might be transitioning due to winning RFP.	Transitional Marketing Contractors Develop		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	N/A
86	Island-Based International Marketing Sustain and Develop		Funds will be used by international marketing contractors for island representation activities in the international markets in coordination with island representative offices. Increase in funding is to account for new markets.	Island-Based International Marketing Sustain and Develop		Economic Benefits HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)((2)	Continue to provide island representation activities in the international markets.
Totals:		\$ 50,968,000		Totals:	\$ 50,831,233		

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
BUSINESS DESTINATION MANAGEMENT			BUSINESS DESTINATION			
87		North America MCI funding has been incorporated into the USA & Canada budget lines.	North America Meetings, Conventions & Incentives <i>Develop and Grow</i>		N/A	N/A
88	MCI Global - Project Mgmt <i>Develop and Grow</i>	Provide oversight and assistance for the HTA in Meetings, Conventions, and Incentives (MCI) to develop and implement a global marketing strategy. Organize and work with the HTA global marketing team, other assigned contractors and the Hawaii Convention Center, ensuring proper coordination. Ensure effective marketing and continued coordination and collaboration under the Meet Hawaii brand. Explore and develop traditional and non-traditional events and optimize the utilization and occupancy of the Hawaii Convention Center, focusing efforts on driving visitor traffic to the State. Conduct research, development and analysis of all legislation relating to MCI matters, including the recommendation and formulation of State positions on MCI marketing issues.	New program		Economic Benefits Competitiveness/Destination Awareness	Room Nights Exposure Economic Impact

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
89 Meetings, Convention & Incentives <i>Develop and Grow</i>		Continuing relationship with third party MCI group business providers. Bookings secured should be incremental to the destination serving all Islands. These funds would benefit the end user (client) to choose Hawai'i over competitive set and also be used by the global marketing team for in the year for the year business. The 'Elele program is funded from this line and has served the industry well with all deliverables being met. (In FY 2017, the Aloha Connects program will be included as part of the MCI Global Project Management scope of work.)	Meetings, Convention & Incentives <i>Develop and Grow</i>		Economic Benefits Competiveness/Destination Awareness	Economic Impact Incremental International MCI growth Increase stability in market (base business)
90 Convention Center Marketing <i>Develop and Grow</i>		Develop and implement a Tourism Marketing Plan. The overall approach includes marketing channels, sales functionality, goal setting, and deployment. Focus will remain on impacting short-term needs and building backlog with emphasis on new business with attention out-years.	Convention Center Marketing <i>Develop and Grow</i>		Economic Benefits Economic Pump Primer Visitor Resident Mix	Production vs. Goal in Definite Room nights Tentative RN Pipeline Growth YOY Conversion % Economic Impact
91		Program in development to cultivate a meeting involving East/West center that focusses on global meetings. This is an incubation project that should lead to industry leaders across the globe considering Hawai'i as the perfect geographic locale to bring people together.	HTA/East West Center International Conference <i>Grow</i>		Economic Impact	Economic Impact Increased Synergy between Host Destination and Guests

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
92 Public Relations <i>Develop and Grow</i>		Public Relations services for the North America Meet Hawai'i team supported by a single PR agency.	Public Relations <i>Develop and Grow</i>		Media and Industry Relations	<ul style="list-style-type: none"> Proactive media outreach with a goal of securing coverage in key national MCI publications. Stories about key Meet Hawaii initiatives and major meetings and conventions The IUCN World Conservation Congress coming to Hawaii in 2016 presents a significant opportunity for the PR team to boost coverage about the Hawaiian Islands.
Totals:	\$ 6,280,000		Totals:	\$ 7,450,000		
BRAND DEVELOPMENT PROJECTS			BRAND DEVELOPMENT PROJECTS			
93 Hawai'i Tourism Conference <i>Develop and Grow</i>		HTA's annual tourism conference that brings together global and local visitor industry stakeholders to learn, share and network, over the course of a week. The conference is a city-wide event attracting attendees locally, nationally and internationally, puts HTA at the forefront of being a leader for global tourism, and showcases the destination and Hawai'i visitor industry as one of the leading visitor destinations.	Hawai'i Tourism Conference <i>Develop and Grow</i>		Integrity of Place - Synergy between Host, Guest, & Place HRS2018-7(b)(2)	Continued positioning of the HTA as the leader in the visitor industry as well as the Hawai'i Tourism Conference is "THE" tourism conference to attend to learn of the latest industry trends, showcase the destination, and place to network and develop partnerships. Measures include increased attendance and increased satisfaction.
94 IPW (formerly Pow Wow) <i>Sustain</i>		Coordination of the Hawai'i section and attendance at the US Travel Association's 2017 International Pow Wow event in Washington DC. HTA, along with its marketing contractors will conduct more than 125 appointments to educate, promote and develop/strengthen relationships with international buyers and media. Costs include booth and participant registrations, decor for the booth and Hawai'i aisle, replacement banners, and advertisement/sponsorship at the event and/or client event.	IPW (formerly Pow Wow) <i>Sustain</i>		Economic Benefits - Maintain & grow positive impact of Hawai'i's tourism economy HRS2018-7(b)(2)	Hawai'i's presence at the largest international travel trade show in the U.S. is increased. Track the number of appointments with tour operators and media, and ensure there is positive attendee/participant satisfaction with the Hawai'i industry partners.

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016			
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits
95 Product Marketing (formerly So Much More Hawai'i) <i>Develop and Grow</i>		Focus on post-arrival marketing and promotion to market HTA-supported programs, products and events.	Product Marketing (formerly So Much More Hawai'i) <i>Develop and Grow</i>		Destination Competitiveness -- Enhance Hawai'i's Value Perception HRS201B-7(a)(3)	Visitors are able to access information about Hawai'i's experiences during their stay in the islands easily and efficiently. International marketing contractors and the travel trade also will have information to assist them in marketing the destination's experiences as well as create packages.
96 Japan Hawai'i Tourism Council (JHTC) <i>Develop</i>		The Japan Hawai'i Tourism Council was established in January 2008 and comprised of more than 80 top government and industry executives from Japan and Hawai'i's visitor industry. Its purpose is to continue the close relationship between Hawai'i and Japan and to address issues and opportunities relating to tourism. The scope of the project is to have one meeting every year, one accommodated by HTA in Hawai'i and another meeting accommodated by JATA in Japan.	Japan Hawai'i Tourism Council (JHTC) <i>Develop</i>		Economic Benefits - Maintain & grow positive impact of Hawai'i's tourism economy HRS201B-7(b)((2)	Economic Impact Maintain & Grow positive impact of Hawai'i's tourism economy
97 Edutourism Program <i>Develop</i>		Support content based educational program for International destination in order to stimulate travel to Hawai'i. Increase understanding of edu-tourism in an effort to develop creative and effective program that work in each MMA. Coordinate collaborative effort between HTA, local organizations and MMA contractors to make the program sustainable.	Edutourism Program		Economic Benefits - Maintain & grow positive impact of Hawai'i's tourism economy HRS201B-7(b)((2)	Economic Impact Incremental International MCI growth Increase stability in market (base business)
98 Marketing Contractors Industry Meetings & FAMs <i>Sustain</i>		Marketing contractors' industry meetings, including the Spring Marketing Update (at HCC), marketing stakeholder meetings and HTA internal marketing meetings during Feb/Mar; Sept. Also includes island FAMs for destination education.	Marketing Contractors Industry Meetings & FAMs <i>Sustain</i>		Economic Benefits	Increased number of people attending the Spring Marketing Update so that the public is aware of the state's tourism marketing activities, interaction and collaboration amongst the international marketing partners and Hawai'i's industry partners, and increase the destination knowledge of the marketing contractors.

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016				
	FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits
99	Business Meetings and Expenses <i>Sustain</i>		Support for miscellaneous business meeting expenses.	Business Meetings and Expenses <i>Sustain</i>		N/A	Enabled maintenance and development of relationship building and mediums for planning.
Totals:		\$ 845,000		Totals:	\$ 557,000		
DIGITAL MARKETING PROJECTS				gohawaii.com			
100	gohawaii.com <i>Develop and Grow</i>		Create and maintain a dynamic new website that will tell the stories of Hawaii in engaging new ways, on desktop, tablet and smartphone that inspire travelers to choose Hawaii as their next vacation destination. FY 2017 includes six months of hosting gohawaii.com under the current version of the website.	gohawaii.com <i>Develop and Grow</i>		Destination Competitiveness HRS2018-7(b)(2)	The new website will be mobile-first, inspirational, international, personalized and results-focused. Key performance indicators of Unique Visitors, Average Site Duration, and Page Views will be improved.
101	Hawaiitourismauthority.org <i>Develop and Grow</i>		To operate, maintain and improve HTA's online presence for Hawaiitourismauthority.org, travelsmartHawaii.com, and mahalomonth.com. We will explore a potential redesign of the Hawaiitourismauthority.org website.	Hawaiitourismauthority.org <i>Develop and Grow</i>		Industry Leader HRS2018-7(b)(2)	Will assess and refresh the website in FY2017.

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016			
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits
102 International Digital Marketing Strategy <i>Develop and Grow</i>		Digital strategy to support the efforts of our global marketing teams representing HTA in U.S. Canada, Japan, Australia, New Zealand, Taiwan, China, Hong Kong, Korea, Southeast Asia, and Europe, to include a social media strategy, knowledge bank enhancement, and other online marketing programs with the intent of leading Hawaii to conversion.	Global Online Marketing Strategy <i>Develop and Grow</i>		Destination Competitiveness HRS201B-7(b){(2)}	Exposure Media Value Social Media Metrics: Cumulative Fan Base Applause Rate Conversation Rate Amplification Rate
Totals:	\$ 2,392,000		Totals:	\$ 1,065,000		
COMMUNICATIONS: \$880,000 HTA serves as a critical bridge linking government sectors, the visitor industry, and the local community, and aim to contribute to a good quality of life for Hawaii's residents through tourism. Communicating to our stakeholders and residents what we do, how we do it, who we do it for, who we work with.			COMMUNICATIONS, COMMUNITY/GOVERNMENT RELATIONS AND OUTREACH: \$945,000			
103 Community/Industry Outreach & International Public Relations Services <i>Develop and Grow</i>		Activities that pertain to community and visitor industry engagement, media relations, crisis communications, and the distribution of relevant information affecting Hawaii's tourism economy on a timely basis. Included in the scope are; Support for crisis mitigation; Coordinate and conduct ongoing meetings and briefings with media; Distribute news releases, statements and the HTA's monthly e-bulletin; Facilitate media requests (information, interviews, statements, quotes); Pitch story ideas featuring HTA programs and initiatives; Promote HTA industry events and programs (i.e.; HTA Conference, Mahalo Month, Island chapter meetings, industry luncheons, conventions, speaking engagements); Develop talking points for speaking engagements, interviews, events, issues, etc.; Develop ads and letters of support for HTA sponsored events; Implement communications programs to enhance and showcase brand management programs; Develop any supporting communication materials and content to assist in the promotion of brand management programs; and Maintain and enhance the HTA's contact database. Other projects and costs include the annual report, media training for staff and newswire services.	Community/Industry Outreach & Public Relations Services <i>Develop and Grow</i>		Integrity of Place HRS 201B-3(a){21} HRS 201B-3(a){17} HRS 201B-16	Continue to increase awareness and understanding of Hawaii's tourism economy, Hawaii's visitor industry and the HTA's role and efforts as the state's tourism agency.
104		Provide efficient and increasing international news coverage in support of the major market areas and international marketing partners working with a single public relations firm and improved integration with the island chapters.	International PR Services <i>Sustain and Develop</i>		Integrity of Place HRS 201b-6 (5) HRS201B-7(b){(2)}	Continue to receive and assist international news media requests on behalf of the international contractors, and to act as an extension of each island chapter staff to receive international media requests.

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
105 Community Relations <i>Develop and Grow</i>		To cover expenses that are related to implementing community events.	Community Relations <i>Develop and Grow</i>		Integrity of Place	Improved community relations.
106 Public Information Campaign <i>Develop</i>		To implement a public information campaign to educate the public on the value of Tourism. Will work with the visitor industry for support and to supplement funding. The HTA will also look to initiate an industry-wide, beach clean-up.	Public Information Campaign		Integrity of Place	Enhance community understanding and support for tourism, while increasing awareness of the HTA and its role.
107 Legislative Advocacy and Support <i>Sustain and Develop</i>		To support in legislative and other efforts which benefit Hawai'i tourism. Includes the creation of research and policy papers, analysis, draft testimonies.	Legislative Advocacy and Support <i>Sustain and Develop</i>		Industry Leader HRS 201B-3(a)(6) HRS 201B-3(a)(17)	Successful passage of legislation to advance the mission of the HTA and the Visitor Industry
108 Non-Governmental Organizations (NGO) <i>Sustain and Develop</i>		To develop and maintain consultative and member relationships with various local, national, and global NGOs interested in tourism promotion and development, who are key sources of information, and can assist in tourism policy development. Includes dues and meeting costs for various associations like the American Marketing Association, Cruise the West, Destination Marketing Association International, Global Business Travel Association, Hawai'i Chinese Tourism Association, Honolulu Japanese Chamber of Commerce, Hawai'i Ecotourism Association, Hawai'i Lodging & Tourism Association, Pacific Asia Travel Association, SKAL International USA, Travel and Tourism Research Association, and U.S. Travel Association.	Non-Governmental Organizations (NGO) <i>Sustain and Develop</i>		Industry Leader	To develop and maintain consultative and member relationships with various local, national, and global NGOs interested in tourism promotion and development, who are key sources of information, and can assist in tourism policy development.
Totals:	\$ 880,000		Totals:	\$ 945,000		

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
TOURISM RESEARCH: \$2,457,000 Sound business decisions based on visitor data and research is important for effective development. Hawaii's visitor industry is in a very mature phase, which requires constant research and data to increase brand awareness, improve/enhance products, maintain competitive advantages against other destinations, and expand to new markets. Sustain efforts to make available research to educate and empower stakeholder and facilitate data driven decision-making.			TOURISM RESEARCH: \$2,480,500			
109	Calculation of Visitor Characteristics and Expenditures <i>Explore and Grow</i>	The core programs to collect data and calculate monthly visitor arrivals, expenditures, purpose of trip, island visits, accommodation type, etc. for monthly reporting. Primary data collection through surveys on domestic flights and upon departure from all airports. Includes contract for printing of Ag Declaration/Inflight Survey forms.	Calculation of Visitor Characteristics and Expenditures <i>Explore and Grow</i>		Economic Benefits §201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information	The projects should continue as designed. Efficiency may be increased on the airport survey techniques if new technology is tested.
110	Estimation of Visitor Arrivals by Country by Month <i>Explore and Grow</i>	Purchase of secondary data for preliminary estimates of Visitor Arrivals by Country by month using data from airline carrier reports, air carrier schedule, U.S. Customs & Border Protection, and Office of Travel and Tourism Industries.	Estimation of Visitor Arrivals by Country by Month <i>Explore and Grow</i>		Economic Benefits §201B-3 Powers and duties. (a) (16) Conduct market development-related research	Difficult to shorten the publication time any sooner than the availability of government data. We will continue to audit vendors to ensure processing errors are eliminated or caught early in the process.
111	Data Dissemination <i>Explore and Grow</i>	Programs to improve disseminating research to the stakeholders. Providing visitor data to industry and government that meet the needs of the stakeholders and are user friendly. Printing of Annual Research Report. Supporting tourism dashboard development; maintenance of online data warehouse; new technology in data visualization.	Data Dissemination <i>Explore and Grow</i>		Industry Leader §201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information	Dependent on needs of Strategic Plan Reporting.
112	Infrastructure Research <i>Explore and Grow</i>	Research on industries that support the visitors' experience: air seats, accommodations, cruise ship. A Hawaii specific traveler's price index. Analyses of current infrastructure needs in Hawaii to support tourism.	Infrastructure Research <i>Explore and Grow</i>		Destination Competitiveness 201-19 Research and statistics for growth industries. §201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information	The new Strategic Plan puts emphasis on more accommodations research particularly from a consumer perspective. We will make permanent the research to track vacation rentals as part of the VPI. The Price Index will be benchmarked.

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016		HTA Strategic Goals Statutory Mission	Expected Future Benefits
FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount		
113 Evaluation and Performance Measures <i>Explore and Grow</i>		Monitor the progress of HTA programs and the impact of Hawai'i's visitor industry. Visitor forecasts, visitor satisfaction, economic impact studies, and brand awareness tracking. Media tracking (traditional and online). HTA program evaluation. Resident sentiment survey. Comprehensive evaluation of HTA Festival and Events.	Evaluation and Performance Measures <i>Explore and Grow</i>		Industry Leader §201B-7 Tourism-related activities. (a) (B) Tourism research and statistics (C) Provide tourism information	The evaluation of individual HTA programs has been shifted to the Tourism Strategic Plan Update.
114 Marketing Research and Other Research <i>Explore and Grow</i>		Information on travelers' motivations, behaviors and decisions. Produce reports and analyses that support the Strategic Marketing Plans. Identify trends in niche market segments and new markets. MCI research support. Includes intelligence gathering and in-market studies for North America and International MMA (Oceania, China, Korea and Japan). Expenditures in this category are mainly small purchase agreements for subscriptions and reports	Marketing Research and Other Research <i>Explore and Grow</i>		Destination Competitiveness & Economic Benefits §201B-3 Powers and duties. (a) (16) Conduct market development-related research	We will work closer with Brand USA to obtain market studies from other developing markets. We will also start to research the next generation of travelers such as millennials and other segments of the market
115 Tourism Strategic Plan Update <i>Develop and Grow</i>		Efforts to support HTA Strategic Plan; annual development of the Brand Management plan; and ongoing monitoring and program evaluation.	Tourism Strategic Plan Update <i>Develop and Grow</i>		Industry Leader §201B-3 Powers and duties. (b) (4) Creating a vision and developing a long range strategic plan for tourism in Hawai'i §201B-6 Tourism marketing plan; measures of effectiveness.	The program evaluation and performance reporting will now be accounted for under this section. The bulk of the costs for FY2016 and beyond will be in data collection and evaluation each HTA program
Totals:	\$ 2,457,000		Totals:	\$ 2,480,500		
GOVERNANCE: \$4,377,935 This main budget objective includes funds for board oversight, planning and evaluating HTA operations, and staffing and operating the organization. Sub-objectives include improving HTA's internal capacity and upgrading internal intelligence, infrastructure and capabilities to support program and contract management.			STRATEGIC OVERSIGHT AND GOVERNANCE: \$3,822,451			
116 Governance - General <i>Develop and Grow</i>		Costs associated with the strategic oversight of HTA. Includes Board-related expenditures, payroll costs for certain program-related staff, and costs for consultants.	Strategic Oversight & Governance - General <i>Develop and Grow</i>		HRS 201B	Governance of staff and oversight of the industry.
117 Major Market Management Travel <i>Develop and Grow</i>		Staff travel to Major Market Areas	Major Market Management Travel <i>Develop and Grow</i>		HRS 201B	Sustain visitor industry oversight through close proximity, education and awareness.

Tourism Special Fund - FY 2017 Budget in Detail

FY 2017			FY 2016				
	FY 2017 Budget Category	FY 2017 Budget Amount	Description	FY 2016 Budget Category	FY 2016 Budget Amount	HTA Strategic Goals Statutory Mission	Expected Future Benefits
118	Island Chapter/Island Liaison Business Travel <i>Develop and Grow</i>		VB's annual meetings, Island community meetings, Island Liaisons	Island Chapter/Island Liaison Business Travel <i>Develop and Grow</i>		HRS 201B	Sustain visitor industry oversight through close proximity, education and awareness.
119	Signature Events (CBTP, Sports, Festivals) Travel <i>Develop and Grow</i>		CBTP, Sports, Festival and Events	Signature Events (CPEP, Sports, Festivals) Travel <i>Develop and Grow</i>		HRS 201B	Sustain visitor industry oversight through close proximity, education and awareness.
120	Industry & Community Outreach Travel <i>Develop and Grow</i>		Legislative briefings, community organizations and product oversight	Industry & Community Outreach Travel <i>Develop and Grow</i>		HRS 201B	Sustain visitor industry oversight through close proximity, education and awareness.
121	Conferences/Assns. Memberships Travel <i>Explore and Grow</i>		Ecotourism, Cruise, TTRA, DMAI, Routes, Airlines etc.	Conferences/Assns. Memberships Travel <i>Explore and Grow</i>		HRS 201B	Sustain visitor industry oversight through close proximity, education and awareness.
122	Miscellaneous Travel (Government) <i>Explore and Grow</i>		Government	Miscellaneous Travel (Government) <i>Explore and Grow</i>		HRS 201B	Sustain visitor industry oversight through close proximity, education and awareness.
123	Miscellaneous Travel (non-staff) <i>Explore and Grow</i>		FAM's, Marketing Contractors	Miscellaneous Travel (non-staff) <i>Explore and Grow</i>		HRS 201B	Sustain visitor industry oversight through close proximity, education and awareness.
124	General and Administrative <i>Sustain and Grow</i>		Provides the underlying support for the HTA as a whole. Costs incurred are not related to any other specific program, but rather lend themselves to maintaining the overall operations of the HTA. HRS 201B-1(c)(1) limits the amount used for administrative expenses.	General and Administrative <i>Sustain and Grow</i>		HRS 201B	Continue to grow as a knowledge-based organization, with an emphasis on increased efficiencies and transparency.
125	Contract Management and Accounting Software <i>Sustain and Grow</i>		Costs to purchase contract management software to support our efforts to increase efficiencies and to become a more knowledge-based organization. Procurement will enable greater accountability.	Contract Management and Accounting Software <i>Sustain and Grow</i>		HRS 201B	Increased efficiencies and accountability.
Totals:		\$ 4,377,935		Totals:	\$ 3,822,451		
TOTALS:		\$ 89,984,299		Totals:	\$ 83,255,548		

Hawai'i Convention Center

The Hawai'i Convention Center has proven to be an enormously valuable asset in driving income for businesses and tax revenue for the State. A study HTA conducted in 2012 found that meetings and events held at the convention center generated more than \$500 million annually in spending for the State's economy. The Asia-Pacific Economic Cooperation (APEC) in 2011 and International Union for Conservation of Nature (IUCN) World Conservation Congress in 2016 already demonstrates the convention center's ability to attract, through state-wide efforts, and hold global conferences of significant magnitude.

Our vision for the convention center is to focus on increased utilization and more creative uses of the facility. We have redefined the emphasis of convention center operator AEG to achieve increased utilization by hosting a diverse mix of meetings and events throughout the year. Through a mix of corporate and international business, coupled with creatively attracting other business, our philosophy is that a more consistent year-round utilization of the Hawai'i Convention Center will boost room night bookings, generate revenue for ancillary service providers, and infuse new and diversified spending into the marketplace.

A landmark achievement for the convention center in 2016 is the recording of an annual profit for the first time since its opening in 1998. The convention center's estimated net income for the year of \$533,000 is modest, but the achievement of operating at a profit is significant for a facility that has historically finished with a loss approximating \$4 million each year.

Finding new and creative ways to utilize the facility's assets has been one of our primary objectives. In 2017, an example of that creative focus will be the unveiling of the Hawai'i Convention Center's new sports courts. Local, domestic and international tournaments and competitions for basketball, volleyball and other sports events can be staged on up to 28 courts in the exhibition hall.

While we cannot bank on the convention center turning a profit each year, we are confident that the execution of our vision has the facility and its focus pointed in the right direction to achieve a better, more consistent record of success in the years ahead.

Convention Center Enterprise Special Fund
 Budget
 FY 2017

	FYE 6/30/17 Budget	FYE 6/30/16 Budget	Difference
1 HCC Total Gross Revenues	8,295,320	7,675,831	619,489
2 HCC Total Gross Expenditures	11,005,112	10,271,508	733,604
3 <i>HCC Net Operating Loss</i>	<u>2,709,792</u>	<u>2,595,677</u>	114,115
4 Major Repair & Maintenance	5,100,000	4,200,000	900,000
5 MFF / Sales & Marketing	5,400,000	4,263,087	1,136,913
6 Governance	800,000	760,000	40,000
7 <i>Net Operating Costs</i>	<u>14,009,792</u>	<u>11,818,764</u>	2,191,028
8 Bond Debt Service	20,000,000	20,000,000	-
<i>Total CCESF Expenditures, Net of HCC</i>			
9 Revenue	<u>34,009,792</u>	<u>31,818,764</u>	2,191,028
10 <i>Total CCESF Expenditures, Gross</i>	<u>42,305,112</u>	<u>39,494,595</u>	2,810,517

Notes:

- 1) MFF / Sales & Marketing amount includes \$200K in funds to be used as allocated by HTA staff for opportunities that may arise in the interest of increasing Convention Center business.
- 2) Tax revenue associated with the HCC was approximately \$42M in calendar 2015.



Aloha,

Please enjoy the videos we have placed on the thumb drive. They visualize the opportunities for the tourism industry, the types of programs we support and the marketing videos about our islands.

- Mālama Honua
- Hawai'i Tourism Conference 2016
- Ho'oku'āina
- Culture
- The Hawaiian Islands
- Island of Hawai'i
- Kaua'i
- Maui Nui
- O'ahu

Mahalo.



HAWAII TOURISM

AUTHORITY

April 2016 E-Bulletin

Aloha Kakou,

Hawaii's tourism industry enjoyed a strong winter and spring is looking bright. Mahalo to everyone for making Hawaii such a rewarding experience for our guests.

This is a big week for HTA. We are hosting our Spring Marketing Update on April 6 at the Hawaii Convention Center to brief the industry on our tourism marketing activities.

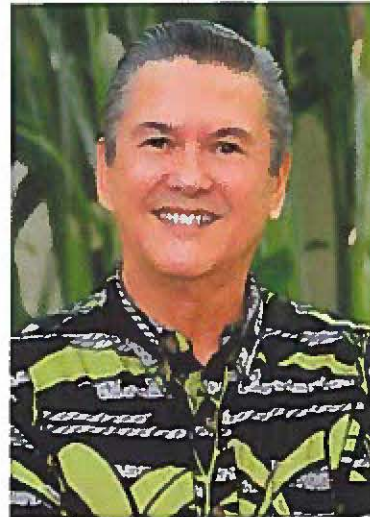
Our global contractors from North America, Japan, China, Korea, Taiwan, Southeast Asia, Europe, and Oceania, as well as Meet Hawaii, will provide market updates, details on upcoming opportunities, and the outlook for 2016.

We are YOUR team working for Hawaii tourism. We appreciate your continued support and hope to see you on April 6.

Mahalo nui loa,

George D. Szigeti

Message from George D. Szigeti
President & CEO
Hawaii Tourism Authority



ClimbHI's LEI Program Inspiring Next Generation for Tourism Careers

ClimbHI's Leadership, Exploration and Inspiration (LEI) program is an HTA-sponsored workforce development initiative created to inspire Hawaii's youth to pursue careers in our state's visitor industry.

The 5th annual LEI program is taking place this April. More than 800 high school students and 100 college students from across the state will be participating, as well as 85 businesses.

LEI 2016 will take place on four islands (Oahu, Maui, Kauai and Hawaii Island) and feature workshops with industry



leaders and government officials, hotel tours, and a career fair to help provide our students with the insight and hands-on experience they need to achieve success.

LEI 2016 Schedule:

- April 6 – Sheraton Kauai
- April 8 – Sheraton Waikiki
- April 13 – Sheraton Maui
- April 15-16 – Hapuna Beach Prince Hotel

Senate Confirms Kuuipo Kumukahi to HTA Board of Directors

On February 29, the Hawaii State Senate confirmed Kuuipo Kumukahi to serve on the Hawaii Tourism Authority's Board of Directors.

Kuuipo, a Na Hoku Hanohano award-winning musician known as "The Sweetheart of Hawaiian Music," is currently the Hawaiian Culture Manager at the Hyatt Regency Waikiki.



Market Highlights



Mele Mei Showcases Hawaiian Slack Key Guitar in L.A.

HTA is a proud supporter of the 6th Annual Mele Mei, a multi-month long celebration honoring Hawaii's music, hula and culture.

The annual tradition kicked off at the GRAMMY Museum in Los Angeles with its new exhibit, Ki Hoalu: Honoring the Hawaiian Slack Key Guitar Tradition.

The celebration featured an intimate concert in the Clive Davis Theater by artists including Charles Brotman, Amy Hanaialii, Raiatea Helm and Jeff Peterson.



HVCB, Island Chapters Blitz Travel Professionals in Major Markets

A sales team represented by the Hawaii Visitors and Convention Bureau and its Island Chapters met with hundreds of travel agents and other industry professionals in major markets to sell the Hawaii experience. The West Coast Sales Blitz took place the week of February 22-26 in San Francisco, San Jose, Sacramento, Long Beach, and San Diego.

Two weeks later, March 14-17, the team hit the road again for the East Coast Sales Blitz in West Orange, NJ, Westchester, NY, New York City, NY, and Falls Church, VA.

ITB Berlin in Germany



Earlier this month, Hawaii Tourism Europe and HTA Brand Manager Caroline Anderson participated in ITB Berlin, one of the world's largest travel trade shows and tourism conventions.

The team had more than 50 appointments with travel trade and media members over the three-day convention. Hawaii inbound operator, Sun Islands Hawaii, also participated in the Hawaii booth.

Hawaii Tourism Europe Out & About



HTE's UK office had an exhibit at the Destinations Travel Show in London in February.

In March, the HTE team conducted media briefings and sales calls of tour operators in Hamburg and London to increase awareness about the variety of products and attractions throughout the Hawaiian Islands.

HTA Joins Launch of U.S.-China Tourism Year 2016 in Beijing

China's value as a growing visitor market was the focus of a special ceremony in Beijing on February 29 to launch U.S.-China Tourism Year 2016.

Throughout the year, the U.S. Department of Commerce and the China National Tourism Administration, in collaboration with Brand USA, and other partners, will host events and activities to promote travel between the two countries.

Randy Baldemor, chief operating officer, and Jadie Goo, tourism brand manager, attended the kick-off on behalf of HTA, while Reene Ho-Phang, managing



director, and Raymond Kong, account director, attended on behalf of HTC.



Alan Wong's Shanghai Grand Opening



Alan Wong's officially opened in Shanghai on February 26. Hawaii Tourism China played a major role in the preparation and planning of the grand opening event, which was attended by VIP guests including top travel agencies and airlines. There were live hula performances, as well as a grand prize drawing for a free trip to Hawaii.



Hawaii Tourism Taiwan is gearing up for the 2nd annual Hawaii Run taking place in September. The marathon route has been set and HTT is working to secure more partners to join confirmed sponsors Swarovski and Roxy, as well as Momentum, the largest retailer of sporting goods in Taiwan.

Last year's inaugural Hawaii Run attracted 5,300 runners, and Sports Note, Taiwan's largest national platform for running events, voted the event in the top three most popular marathons in the country.



Oceania Outbound Travel Soars for Pacific Destinations

Oceania continues to be a strong visitor market for Hawaii, but other destinations in the Pacific Rim are benefiting as well.

Japan was the fastest growing outbound destination for Australian travelers during January, with numbers surging 27.4% over the same period in 2015, making Japan the fourth highest outbound market for Australia behind New Zealand, Indonesia (Bali) and the USA*.

Other fast growing markets included India, up 13.8%, and Fiji, which rose 11.6%, while the only destination in the top ten to see a decline was Thailand, down 6.3%.

Despite any exchange rate challenges, New Zealanders continue to set records in outbound travel. The January Department of Statistics figures reflect a record January for outbound travel – up 9% from 2015.

**Numbers from the Australian Bureau of Statistics*

Keep in touch with HTA via social media:



HTA recognizes the use of the 'okina ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai'i such as Lāna'i). However, HTA respects the individual use of these markings for names of organizations and businesses. Due to technological limitations, this current communication may not include all Hawaiian diacritical markings.

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May 2016 E-Bulletin

Aloha Kakou,

This month began with the U.S. Travel Association celebrating National Travel and Tourism Week, May 1-7.

Congress endorsed this annual salute to tourism in 1983 as a reminder of the industry's economic and social benefits to communities nationwide.

Hawaii sees the benefits of our state's largest industry every day in the approximately 180,000 jobs that support families and communities on all islands.

Hawaii's tourism industry came through the first quarter, traditionally an off-peak period, in good shape and the year-to-date visitor statistics show we are slightly ahead of last year's record-setting pace for arrivals and expenditures.

Those results are especially heartening considering the economic struggles of some key international markets, and the negative publicity generated by the dengue fever outbreak on Hawaii Island.

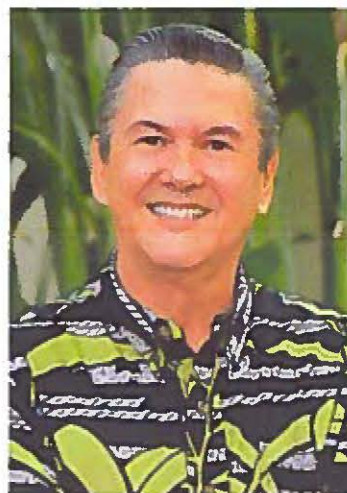
Nevertheless, visitors continue to crave the authenticity of the Hawaii experience, and embrace how the Aloha Spirit guides the way we live and the goodwill we show everyone coming to our islands.

Mahalo for supporting Hawaii's tourism industry.

With Warmest Aloha,

George D. Szigeti

**Message from George D. Szigeti
President & CEO
Hawaii Tourism Authority**



SAVE THE DATE - Hawaii Tourism Conference

Mark your calendar for the week of September 26-30 to attend the 2016 Hawaii Tourism Conference at the Hawaii Convention Center. This is the premier educational and networking event for tourism stakeholders and professionals to focus, learn, and collaborate on efforts to sustain Hawaii's tourism economy.

"Tourism is a Family Business"

HTA debuted a new video series entitled "Tourism is a Family Business" at the 2016 Spring Marketing Update.

The videos feature local business owners sharing how tourism positively impacts their business. The first two spots feature Chef Mark "Gooch" Noguchi of Mission Social Hall and Café on Oahu and Cafe and Renee Kimura of Kimura Lauhala Shop on the Big Island.



Click [here](#) to view the Chef Mark "Gooch" Noguchi video

The idea for this video series came about as HTA's new leadership team began meeting with many leaders in the travel industry and government, as well as local residents last year.

During these interactions, especially with local business owners, many of which had been family owned and operated for generations, it became evident how many extended family members were interconnected through tourism, both directly and indirectly.

Many credited tourism for playing a significant role in the success of their business. And thus, the idea to share these types of stories through this campaign was born.

With the completion of the first two videos, HTA is planning to create additional videos featuring family run businesses on Kauai and Maui.



Click [here](#) to view the Renee Kimura video

HTA Marketing Team Updates the Industry

More than 300 tourism industry professionals attended HTA's Spring Marketing Update on April 6 at the Hawaii Convention Center for a progress report on Hawaii's marketing efforts.

HTA's global marketing team from North America, Japan, China, Korea, Taiwan, Southeast Asia, Europe, Oceania, and Meet Hawaii provided attendees with market insights and an update of their 2016 activities and projects.



Click [here](#) to view the presentations and opportunities to partner.

HTA Marketing Team FAMs Maui, Hawaii Island

In conjunction with the Spring Marketing Update, HTA's Global Marketing Team took part in Maemae cultural training sessions, as well as stakeholder meetings and FAMs of Maui and Hawaii Island, March 31-April 10. It was very worthwhile and informative as the Maui Visitors and Convention Bureau and Big Island Visitors Bureau organized roundtable industry meetings with select stakeholders to discuss marketing efforts and tourism development.

They also coordinated on-island FAMs to share with the HTA team some of the latest product offerings on Maui, Lanai and Hawaii Island.



Malolo Canoe Restoration and Launch

HTA believes in the responsibility of perpetuating Hawaii's culture and seeing it celebrated within our communities statewide.

To that end, HTA is proud to have sponsored the restoration and re-launch of Malolo, the historic koa canoe of Milolii on Hawaii Island. Built in the 1920s, Malolo was used to win the 1954 Molokai Channel



race in record time and was once paddled by Duke Kahanamoku. The restored canoe will be used next year by the Milolii Canoe Club during canoe racing season.

George Szigeti was honored to represent HTA at the re-launch of the treasured canoe on April 23.

Mahalo to State Senator Kai Kahele for inviting HTA to join in this special community celebration of the rebirth of Malolo.



Festivals of Hawaii Promotion at Honolulu International Airport

HTA supports more than 100 community festivals and events statewide annually for the enjoyment of residents and visitors alike.

To help promote these showcases of community pride, HTA is sponsoring displays at the Honolulu International Airport to highlight the festivals and events taking place each quarter statewide.

The displays drive people to download the "Festivals of Hawaii" app, which allows the user to view the dates and locations for each event.

MARKET HIGHLIGHTS



Mele Mei 2016 Kicks Off Statewide

The 6th Annual Mele Mei, a celebration of Hawaii's music, hula and culture, kicked off last month and runs through June at hotels and venues statewide. From ukulele to rock and roll, Mele Mei has music to entertain everyone.

This year's celebration will also feature The GRAMMY Museum's Hawaiian Slack Key Guitar exhibit, which will be showcased at the Hawaii Convention Center, just in time for the Na Hoku Hanohano Awards on May 28.



For more information and a calendar of events, click [here](#).



LPGA LOTTE Championship Returns to Ko Olina

HTA was a proud sponsor of the 2016 LPGA LOTTE Championship held last month at the Ko Olina Golf Club the week of April 11-16.

The LPGA's top golfers from around the world came to Oahu to play in this prestigious tournament. HTA was grateful to have several golfers film promotional videos to help promote Hawaii as a world-class destination to key markets in Asia.



Australia Campaign for Hawaii Travel



Hawaii Tourism Oceania - Australia launched its first consumer brand campaign in February. The campaign included a contest for a dream Hawaii vacation for four people to two Hawaiian Islands, as well as Flight Centre holiday packages.

The contest was hosted on a microsite that was promoted through social media, display advertising and video pre-rolls.

Microsite engagement highlights from February 13 to April 1:

- 188,283 unique views

- 51,933 competition entries
- 7 minutes average time spent on website
- 551,660 total clicks to view activity information on each island

The video component of the campaign received 434,645 total views with an overall video completion rate of nearly 75%.

The campaign also resulted in strong social media audience growth, with HTO's Facebook fans increasing 10% and Instagram increasing 39%.



May Day is Lei Day in Sydney

HTO celebrated Lei Day by sharing the Aloha spirit in Martin Place in Sydney. Orchid lei were handed out to people passing by, while live music and beautiful hula entertained the crowd.

Click [here](#) for the video.

Aloha Down Under Draws 28 Partners

A record number of 28 industry partners are taking part in Aloha Down Under 2016, HTO's annual trade show in Australia, May 2-10.

HTO issued invitations at the end of March and the number of responses in the first week alone exceeded the goals set for the workshops.



Oceania Travel Trends

Visitors from Oceania continue to travel overseas in record numbers with the exchange rate having no marked impact on travel. Many travelers are, however, tightening their purse strings, choosing 4-star over 5-star accommodations or 3-star over 4-star accommodations. Other trends indicate Oceania travelers have an increasing tendency to take more frequent, but shorter trips.

Korean Air and Jin Air Partner on Codesharing to HNL



Summit Showcases Hawaii to Japan Travel Agents



Korean Air has expanded its partnership with budget carrier Jin Air to include Honolulu on its codesharing routes.

The agreement is a benefit for customers and will make it more convenient to book flights to Hawaii.

Customers can book travel on Korean Air or Jin Air through either airline's website giving them easier access to look at more routes when making travel plans.

115 travel agents from Japan participated in HTA's first-ever Hawaii Summit, held the week of April 11-15.

Organized by Hawaii Tourism Japan, the summit featured two days of panel discussions, seminars and business meetings with Hawaii travel partners at the Hawaii Convention Center, followed by three days of FAMs on Oahu, Maui, Kauai and Hawaii Island.

The Japan travel partners left with a far greater appreciation on the value of booking clients on trips to the Hawaiian Islands.

China Social Influencers FAM Hawaii

Six of China's top travel and lifestyle social media influencers came to Hawaii to share the experience with their followers the week of March 22-27.

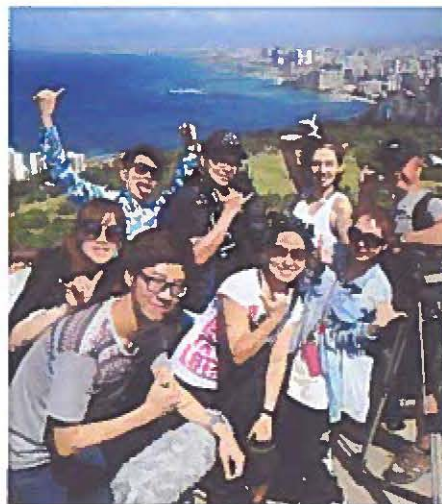
Organized by Hawaii Tourism China, the group toured Oahu, Kauai, Maui and Hawaii Island. Together, these six celebrity bloggers have a total combined audience of more than three million weibo followers.



Play Fun Travel Visits Hawaii

EBC's *Play Fun Travel*, a popular TV show in Taiwan, recently completed filming on Oahu and Hawaii Island.

The program will air in Taiwan in mid-May with two one-hour episodes reaching 75,000 unique viewers per episode with a total media value of \$850,000.



Keep in touch with HTA via social media:



HTA recognizes the use of the 'okina ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai'i such as Lāna'i). However, HTA respects

Like 0 Share

Share:

Tweet



June 2016 E-Bulletin

Aloha Kakou,

We spent a remarkable week in Washington, D.C. recently filled with memories never to be forgotten.

The biggest highlight of all was seeing Hokulea come down the Potomac River. Wow!

We also met with the congressional delegation to brief them on the state of Hawaii tourism and push for measures to support the industry.

Another special moment for HTA was receiving the President's 'E' Award for Export Service of Tourism. This is an award four years in the making and one we share with our industry partners.

Presenting the award to HTA was U.S. Secretary of Commerce Penny Pritzker, who was joined by U.S. Representative Tulsi Gabbard.

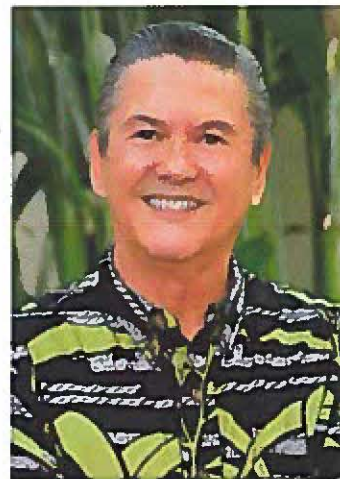
HTA was one of 123 recipients to earn the President's "E" Award, which is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports. Four successive years of export growth is required of recipients to receive the award.

In Hawaii's case, more than 40 percent of Hawaii's total visitor expenditures have been generated by international visitors in each of the past four years, showing the value of exporting tourism worldwide.

HTA is committed to strengthening Hawaii's tourism base by expanding our reach to travelers in markets worldwide. The E Award is evidence that HTA is on the right track for continued success.

With Warmest Aloha,

**Message from George D. Szigeti
President & CEO
Hawaii Tourism Authority**



George D. Szigeti



The global tourism industry is converging on Hawaii this September and you are personally invited to the 2016 Hawaii Tourism Conference. We're breaking the mold of conferences, bringing together major stakeholders from around the world, celebrating Hawaii's unique culture and attractions, and you simply do not want to miss this event.

Transforming Tourism Together September 26-30, 2016

[Register Now](#)

June Events

OAHU
History Theater
June 17-28, 24-25

ESPN 1420 Sports
Festival
June 25

MAUI
Lahaina 2nd Friday
Town Party
June 17

International Maui
Festival
June 17-18

Pau Parade and
Hoolaulea
June 18-19

Hawaiian Slack Key
Guitar Festival "Maui
Style"
June 26

KAUAI
Kauai Museum
Cultural Festivals
All Month

Annual Celebration of
Prince Kuhio
June 18

HAWAII ISLAND
Kona Town Night
Market

HTA Addresses Hawaii Tourism on Capitol Hill

While in our nation's capital, the HTA team met with members of Hawaii's congressional delegation and their staff to share its marketing plans and priorities, and to discuss federal issues important to the state's visitor industry.

The team also had productive meetings with the tourism industry's key advocacy groups – the U.S. Travel Association and the Western States Tourism Policy Group.

Hokulea Arrives in Washington, D.C.



As part of her worldwide voyage, the Hokulea sailed into Washington, D.C. via the Potomac River, and HTA was honored to be a part of that "chicken skin" moment in celebrating the arrival of the historic canoe.

U.S. Secretary of the Interior Sally Jewell joined the Hawaii congressional delegation, Native Hawaiian leaders and community members as the Hokulea docked at the Washington Canoe Club.

The Hokulea and the Malama Honua mission are engaging communities around the globe on sustainable living while sharing the Polynesian culture.

Mahalo to the Washington Canoe Club, Polynesian Voyaging Society, and American Canoe Association for inviting HTA to join in

June 18

this memorable ceremony.



Honoring King Kamehameha

Hundreds were in attendance at the annual King Kamehameha Lei Draping Ceremony held in Emancipation Hall in the U.S. Capitol Visitor Center.

The HTA delegation honored Hawaii's greatest king by presenting a lei that was draped on the statue. Attendees were entertained with hula, music, and remarks from dignitaries and leaders in the Native Hawaiian community.



HTA Teams Up With Lifeguards Statewide to Offer Junior Lifeguard Program



To inspire Hawaii's next generation of watermen and waterwomen and help improve water safety statewide, HTA has teamed up with certified lifeguards on Oahu, Kauai, Maui, and Hawaii Island to offer the Junior Lifeguard Program.

The Junior Lifeguard Program teaches Hawaii youths essential ocean safety skills, helps build their confidence and promotes the value of protecting and preserving ocean resources.

HTA's support pays for the instructors and equipment, such as tubes, surfboards and tents, to operate the program statewide this summer.

The Junior Lifeguard Program is free and open to all youths, ages 12-17 years old statewide.

Click [here](#) to watch Hawaii News Now's feature on the Junior Lifeguard program.

Video Highlights Importance of Visitor Safety



The safety and welfare of Hawaii's residents and visitors is always HTA's top priority.

HTA created and debuted a safety video as part of its efforts to ensure those who visit the Hawaiian Islands have a safe and memorable stay.

The video features important safety tips and information, and can be found on HTA's social media sites and the Travel Smart Hawaii website.

Click [here](#) to view the safety video.

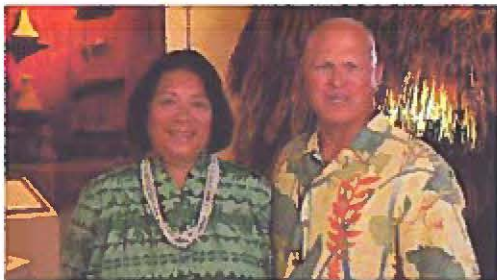
State Recognizes HTA for Hosting "Green" Conference



HTA's 2015 Hawaii Tourism Conference was recognized for being a "green" event during this year's Hawaii Green Business Program awards ceremony on April 22.

Sixteen businesses and five events were honored for their innovative work to conserve energy and implement sustainable practices.

For more information on the Hawaii Green Business Program click [here](#).



Kauai Museum Featured in New Video

HTA released its third "Tourism is a Family Business" video featuring Paul and Noelani Pomroy of the Kauai Museum. This video series highlights the importance of tourism to Hawaii's economy and its impact on all of us, our families and our community.

You can view the new spot on HTA's [YouTube](#), [Facebook](#) and [Twitter](#) pages.

The first two spots featuring local Chef Mark "Gooch" Noguchi of Mission Social Hall and Cafe and Renee Kimura of Kimura Lauhala Shop on Hawaii Island can be seen here:

[Mark "Gooch" Noguchi](#)

[Renee Kimura](#)



MARKET HIGHLIGHTS

2016 Travel Weekly Hawaii Leadership Forum



The 2016 Travel Weekly Hawaii Leadership Forum (May 10) covered the evolving trends of tourism and how to make the industry stronger going into the future.

Attendees included representatives from the Hawaii Visitors and Convention Bureau and its island chapters, wholesalers, tour operators, accommodations, transportation, activities and attractions.

George Szigeti, HTA President and CEO, and Leslie Dance, HTA Vice President of Marketing and Product Development, spoke about how HTA is evolving its marketing focus and digital strategies to reach today's travelers.

Other panels featured senior executives from Pleasant Holidays, Classic Vacations, The Mark Travel Corporation, Apple Vacations, Travel Impressions, GOGO Worldwide Vacations, United Airlines, Delta Vacations, Be Well Travel, and Ultimate All-Inclusive Travel.



Cruise Executives Tour State Ports



The inaugural Cruise Executive Summit kicked off at the Travel Weekly Hawaii Leadership Forum in Waikiki.

Executives from Princess Cruises, Holland America, Seabourn, and Royal Caribbean conducted statewide port inspections in Honolulu, Kona, Hilo, Nawiliwili, Kahului, and Lahaina with representatives from the Hawaii Tourism Authority, Hawaii Visitors and Convention Bureau, Hawaii Department of Transportation, Hawaii Department of Land and Natural Resources, and the Cruise Line International Association.

Cruise Executive Summit participants also met with industry partners on each island.

Virgin America Launches Daily Nonstop Flights Between LAX and HNL

HTO's 2016 Aloha Down Under Roadshow Hosts Record Number of Attendees



On May 5, Virgin America expanded its Hawaii service with the launch of daily nonstop flights between Los Angeles International Airport (LAX) and Honolulu International Airport (HNL).

On June 14, the carrier's Hawaii schedule will grow once again with daily nonstop flights from LAX to Maui's Kahului Airport (OGG).

Virgin America launched service to the Aloha State in November 2015 with the first flight arriving at HNL from San Francisco.



Hawaii Tourism Oceania hosted the 2016 Aloha Down Under (ADU) Roadshow on May 2-10.

Business to Business meetings and trade missions were held in Sydney, Melbourne, Brisbane and the Gold Coast in Australia, as well as Wellington and Auckland in New Zealand.

The Roadshow was a tremendous success with a record number of Hawaii travel industry participants and event attendees. If you're interested in attending the 2017 ADU Roadshow, registration information will be sent out in December.

European Tour Operators FAM Hawaiian Islands



Hawaii Tourism Europe organized a Product Manager FAM with key tour operators from the United Kingdom market in May. They traveled to the islands of Oahu, Hawaii Island, and Kauai, and visited a number of hotel properties and participated in some of the island's top activities.

HTA hosted the Brand USA UK Mega FAM from May 11-17. The travel agents won a spot on the Hawaii FAM and got to experience the four major islands with itineraries coordinated by the island visitors bureaus. The agents said they left with a better understanding of each island and a true appreciation for the beautiful Hawaiian culture.

**HTE Launches
"The Hawaii Challenge"**

**HTSEA Holds Inaugural
Sales Mission**



Hawaii Tourism Europe launched its online game, "The Hawaii Challenge," targeted at both consumers and travel trade in the United Kingdom and German markets.

The fun and interactive game encourages players to learn about the Hawaiian Islands, featuring fun tidbits and a grand prize drawing to win a free trip to Hawaii. The game is featured on both the UK and German consumer and travel trade sites and will run through June.



Hawaii Tourism Southeast Asia held its inaugural sales mission on May 3-4. About 120 Malaysia companies and 18 Hawaii companies participated in the event.

The Hawaii group met with HTSEA's Aloha Club, which is made up of 12 members from major travel agencies in Malaysia. The Aloha Club plans to create and market at least three different tour itineraries.

Hawaii Tourism Missions to China and Taiwan



Hawaii Tourism China's Mission Camp Aloha took place in Shanghai, Beijing, and Chengdu on April 25-29. There were 22 businesses and 47 individuals from Hawaii, and more than 300 tour operators and travel agents from China participating. More than 1,400 one-on-one meetings were conducted during the mission.

The focus in Shanghai and Beijing was on developing MCI group business. The Chengdu mission focused on leisure, and key operators and agents from all over China were invited to the city for a comprehensive two-day educational summit.



Hawaii Tourism Taiwan's mission took place in Kaohsiung and Taipei on April 21-22 with nine Hawaii businesses and 14 individuals, and more than 50 Taiwanese agents in attendance.

This year, Kaohsiung was selected for the first time in an effort to expand travel trade education and promotion in the Southern Taiwan region.

Both missions in China and Taiwan highlighted Hawaiian culture with maemae training session, Hawaiian oli, and Hawaiian music and hula performances. In Taipei, there was a special cultural exchange ceremony between a native Taiwanese group from the Atayal tribe and a Hawaiian group led by Daniel Nahoopii, HTA's Director of Research.

Keep in touch with HTA via social media:



HTA recognizes the use of the 'okina ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language, and the kahakō [ā] or macron (e.g., in place names of Hawai'i such as Lāna'i). However, HTA respects the individual use of these markings for names of organizations and businesses. Due to technological limitations, this current communication may not include all Hawaiian diacritical markings.

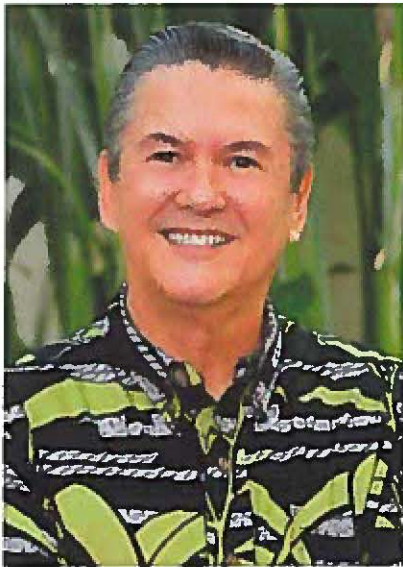
Confirm that you like this.

Click the "Like" button.



July 2016 E-Bulletin

Message from George D. Szigeti President & CEO Hawaii Tourism Authority



Aloha!

It's been a productive year thus far and I'd like to take a moment to thank you all for the great work being done on behalf of the Hawaiian Islands.

Let's keep the positive momentum going.

As a result of everyone's efforts, there have been a number of accolades bestowed on Hawaii by domestic and international media outlets that speak to the quality of work being done by our industry partners and our Global Marketing Team.

TravelAge West recently honored Hawaii with two Wave Awards, the top travel industry honor for the Western market as voted on by readers of the publication.

Hawaii was recognized as the "U.S. Destination with the Highest Client Satisfaction." The award proves that Hawaii's tourism industry knows how to keep our visitors happy, making them want to return for more.

The second award was given to the Hawaii Visitors and Convention Bureau, which was recognized as the "U.S. Tourism Board Providing the Best Travel Agent Support." Congratulations to John Monahan, president and CEO of the Hawaii Visitors and Convention Bureau, and HVCB's Island Chapters for a job well done keeping our travel agent community educated and excited about selling Hawaii. This is the second consecutive year Hawaii has received these accolades. Click [here](#) for a full list of Wave Award winners.

Hawaii was also recognized as "The Best Island Destination of the Year 2016" at the China Travel & Meetings Industry Awards, hosted by *Travel Weekly China*, the country's leading travel industry business-to-business information brand connecting buyers and sellers.

The Hawaiian Islands also won the distinction of "Most Relaxing Holiday" in the widely acclaimed New Travel Routings Contest 2016 from *U Magazine*, the leading travel news magazine in Hong Kong. A big mahalo to Reene Ho-Phang and the Hawaii Tourism China/Hawaii Tourism Hong Kong teams for their role in sharing the Hawaii brand in these markets.

None of these honors would be possible without the incredible support of our industry partners. We share these accolades with all of you.

Mahalo nui,

George W. Ajigata

July Events

OAHU

[Diamond Head Theatre
Presents Mamma Mia](#)
July 15 - August 14

[Joy of Sake](#)
July 22

[Mango Jam Honolulu](#)
July 22 - 23

[36th Annual Tinian
Triathlon](#)
July 24

MAUI

[Maui 2 Molokai Challenge](#)
July 23

[Hawaiian Music Series
Concerts](#)
July 28

[Winter Wonderland in July](#)
July 30

[Hawaii International Music
Festival](#)
August 14

KAUAI

[Obon Dance & Festival](#)
July 22 - 23

[17th Annual Koloa
Plantation Days Rodeo](#)
July 22

[Kauai Style Slack Key
Guitar & Ukulele Concert](#)
July 23

[10th Anniversary Hanalei
Bay Swim Challenge](#)
July 30

HAWAII ISLAND

[Local Grinds: A Taste of
Hawaii's Coffee Industry](#)
July 18

[Hawaii Poke Festival](#)
July 24

[57th Hawaiian International
Billfish Tournament](#)
July 30



Transforming Tourism Together September 26-30, 2016

Registration is now open for the 2016 Hawaii Tourism Conference, set for September 26-30, at the Hawaii Convention Center in Honolulu. HTA will be breaking the traditional conference mold for its gathering, bringing together major stakeholders from around the world and celebrating Hawaii's unique culture, attractions and more under the theme, "Transforming Tourism Together."

Early bird registration ends on July 31, 2016.

[Click here](#) to register today.

HawaiiTourismConference.com

Kalani Kaanaana Joins HTA as Director of Hawaiian Cultural Affairs



Born and raised in the Windward Oahu town of Kailua and fluent in the Hawaiian language, HTA's new Director of Hawaiian Cultural Affairs Kalani Kaanaana keeps himself immersed in a multitude of community activities. In addition to serving as head coach and secretary of the board for the Kai Oni Canoe & Athletic Club, he is a board member of the Oahu Hawaiian Canoe Racing Association.

Kaanaana is also head coach of the Kailua High School Paddling Team and dances hula with Halau Mohala Lima. He has also served as first vice president of the Kailua Hawaiian Civic Club.

Prior to joining HTA, Kaanaana served as coordinator of clinical health and community programs for The Queen's Health System's Native Hawaiian Health Program. His background also include overseeing the manufacturing

[Relay for Life - Waimea](#)
August 13

and retail operations of Oiwi Ocean Gear, and serving as a legislative aide to State Rep Ken Ito and State Rep. Pono Chong.

Moolelo Hawaii: A Hawaiian Culture and History Series



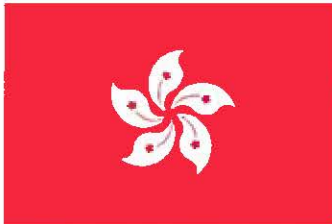
Image courtesy of Hawaii State Archives,
artist: Choris, Louis (1785-1828);
call number: PP-97-5-005

Kamehameha I, 1810-1819

Even before uniting the Hawaiian Islands under his rule, the man who would become known as Kamehameha the Great possessed great ambition, battling his rivals to become king of the island of Hawaii. With the help of European weaponry and solid leadership, he eventually conquered Maui, Lanai, Molokai and, finally, Oahu to become Kamehameha I. Kauai and Niihau later joined the newly formed Kingdom of Hawaii peacefully.

The first ruler of the unified Hawaiian Islands, Kamehameha the Great became a king who ruled with wisdom, foresight, fairness and compassion. Some of the laws he created would become the foundation of current laws in Hawaii's Constitution.

HTA Expands Hawaii's Marketing to Hong Kong



Responding to industry feedback and seeking to capitalize further on China's emerging travel market, HTA recently announced the expansion of its tourism marketing efforts to include Hong Kong through its marketing contractor BrandStory Asia.



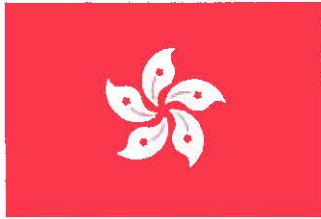
The May 24 launch celebration in Hong Kong had more than 120 representatives of leading media, travel trade partners and airlines in attendance. Air carriers sending representatives included American Airlines, Cathay Pacific Airways, Hawaiian Airlines, Hong Kong Airlines, Japan Airlines, Korean Air and United Airlines.



Guests enjoyed authentic Hawaiian music and hula by Tihati Productions, and a series of live and interactive events including sketching, an opportunity to create their own poke, and an artist capturing the beauty of Hawaii Volcanoes National Park on a large canvas. The Four Seasons Oahu at Ko Olina and The Modern Honolulu each sponsored three-night oceanfront room accommodations paired with Hawaii round-trip airfare for two, as event grand prizes.

Hawaii Tourism Hong Kong Debuts at ITE & MICE 2016

Asia's long established and Hong Kong's only travel fair, [ITE & MICE 2016](#), was held at the Hong Kong Convention &



Exhibition Centre, June 16-19. The travel fair drew 12,081 buyers and trade visitors and 87,812 visitors.

Hawaii Tourism Hong Kong's participation at ITE & MICE 2016 marked its inaugural presence at a major international travel exhibition since the launch of its new office.

HTHK's pavilion featured a range of activities to entice guests and create interest among the large crowds.

HTHK also hosted three successful seminars for travel trade and consumers, providing in-depth insights into Hawaii as a travel destination. In addition, a total of 48 media articles were generated about the Hawaii showcase.

Randy Baldemor, chief operating officer of HTA, participated in the opening ceremony that also featured many regional VIPs including Cathy Chu, Commissioner for Tourism of Tourism Commission Commerce and Economic Development Bureau, Hong Kong, and The Honorable Gregory So, Secretary for Commerce and Economic Development, Hong Kong.



Hawaii Team Promotes International Travel at IPW 2016



Staff from HTA; its United Kingdom, China and Australia offices; its island chapter bureaus; and its public relations agency Anthology Marketing Group took part in the U.S. Travel Association's IPW 2016, held in New Orleans, June 19-22.

IPW is the travel industry's premier international marketplace, with more than 1,300 international and domestic buyers from more than 70 countries in attendance.

Over three days at IPW 2016, the team conducted more than 150 appointments with representatives of the travel trade and media.

HTA also set up and coordinated a Hawaii section at IPW 2016's Brand USA Marketplace Hall to highlight the destination and its 32 industry partners.



Travel Channel and W Magazine Highlights Hawaii in North America

Island Explorers

HVCB assisted New York based Left/Right Productions with an exciting new mini-series called "Island Explorers," which premiered on the Travel Channel over the July 4th weekend. Click [here](#) for more information.



W Magazine

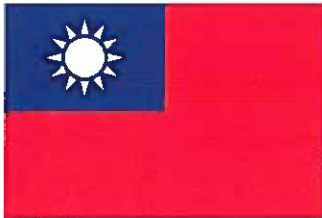
The June/July issue of W Magazine included a 20-page print feature focused on the natural beauty, fashion and people of Hawaii.

The spread also profiles prominent Hawaii residents, including Allison Sarofim, Paul Theroux, Garret McNamara, Princess Djalta Alliata, Kapono Souza, Taimane Gardner and Pat Lang.

W Magazine also featured the Hawaiian Islands online showcasing the favorite Oahu spots of Sarofim and Theroux, along with social media coverage on Instagram, Twitter and Facebook. Click [here](#) for more information.



Hawaii Crystal Run Being Held in Taiwan, Sept. 3



Hawaii Tourism Taiwan announced at a recent press conference that it will hold its second annual Hawaii Crystal Run at Fulong Beach, New Taipei City on September 3, featuring three runs of different distances: 24.5km, 9km & 5km.



HTT's Managing Director Andrew Koh said that Hawaii is known for its annual running events, such as the Hapalua half-marathon.

To share the experience of what it is like to run on the beaches of Hawaii, the inaugural Hawaii Run organized by HTT in 2015 was held on Fulong Beach, attracting more than 5,000 runners to the event.

Hawaii Travel Promoted at Taipei Tourism Expo



The 2016 Taipei Tourism Expo was held at the Taipei World Trade Center from May 20-23. Iconic images of Oahu, Maui, Kauai and the Island of Hawaii were showcased in a backdrop at the expo, with a photo wall featuring Hawaii's Destination Ambassador, celebrity Ruby Lin.

Maps and brochures spotlighting the Hawaiian Islands were made available for expo visitors, alongside travel planners, education guides and brochures from other stakeholders. A series of activities were hosted by Hawaii Tourism Taiwan's booth, including surveys of visitor experiences and impressions of Hawaii. The "Share the Aloha" campaign was also advertised.



The expo drew more than 340,000 visitors over a span of four days.

China Campaign: 6 Hawaiian Isles, 6 Dream Weddings



Hawaii Tourism China is a supporter of the popular Chinese television series *We Are In Love*.

While in Hawaii, Shawn Yue (of Hong Kong) and Dongyu Zhou (of Mainland China), the program's celebrity couple, experienced an amazing romantic journey, which included dancing hula, diving, practicing yoga, taking off on a water jet pack, watching the sunrise from Diamond Head, and camping on Secret Island on Oahu's Windward Coast.

The series also spotlighted beautiful scenery on Oahu, Kauai, Maui, Lanai, Molokai and the Island of Hawaii.

We Are In Love is one of China's top-rated Sunday television shows, generating heated discussions on Weibo, WeChat and HD Video Portal.

The page views for *We Are In Love*'s Weibo topic page reached 7.67 billion, with more than 5 million comments.



More Flights this Fall from Narita to Honolulu

Japan Airlines has officially announced the addition of more seasonal flights between Narita International Airport and Honolulu International Airport for September and October 2016.

The airline will be utilizing 186-seat Boeing 787-8 aircraft for the added flights.

The 59 total round-trip flights scheduled for both months will add 10,974 air seats to the market.

Click [here](#) for more information.

Keeping Hawaii Free of Mosquito-Borne Diseases

Governor David Ige and the Hawaii State Department of Health reminds the public to remain vigilant and to continue taking proactive measures in keeping Hawaii free of mosquito-borne diseases.

Its [Fight the Bite](#) website provides useful tips and information on how you can protect yourself and Hawaii from

the harm mosquitoes can cause. Simply using insect repellent while enjoying nature and taking steps to eliminate standing water where mosquitoes cluster and breed can help keep Hawaii safe and healthy.

For more information, please visit FightTheBiteHawaii.com.

Travel Weekly: Concerns about Zika are Shifting Destinations for 'Babymooners'

Six months after the Zika virus started making headlines in the U.S., its effects are being felt by agents who cater to the "babymoon" and, in some cases, honeymoon travel markets.

While business as a whole remains solid, babymoon and honeymoon specialists reported a shift in the destinations to which pregnant travelers or those looking to become pregnant are heading.

More soon-to-be parents are choosing Zika-free vacation spots like Hawaii and Canada, among others.

[Click here to read more...](#)

Keep in touch with HTA via social media:



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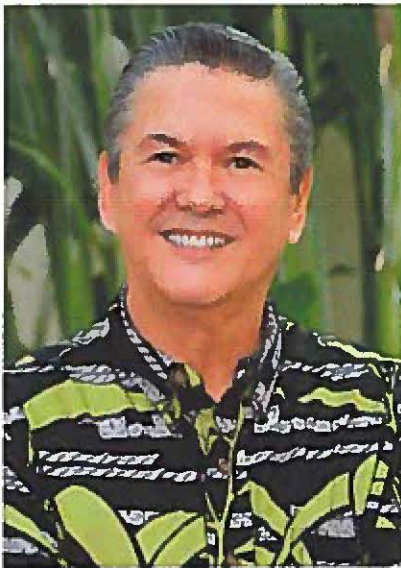
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September 2016 E-Bulletin

Message from George D. Szigeti President & CEO Hawaii Tourism Authority



Aloha Kakou,

Summer is ending, fall is beginning, and it's a good time to start planning for Hawaii tourism in 2017 and beyond.

Hawaii's tourism future is the focus of the 2016 Hawaii Tourism Conference, taking place the week of Sept. 26-30.

I encourage you to register and be part of the discussion in determining how Hawaii will continue to compete with destinations around the world. Global travel is rapidly evolving and Hawaii needs to evolve as well in how we reach the global travelers of today and, especially, tomorrow.

Our native Hawaiian culture and beautiful natural resources will always be the foundation of Hawaii's allure – and the foremost priority in HTA's support of

tourism. If anything, we are determined to bring an even greater focus to these incomparable qualities of Hawaii, knowing that travelers are increasingly seeking a truer spirit of authenticity in destinations they experience.

Take time to review the schedule of sessions being offered at the conference. You will see 10 tracks focused on Hawaiian culture, the most that has ever been offered. There are many other tracks covering the environment, education, the visitor experience, and global marketing. New initiatives to support Hawaii's travel future are being introduced.

The purpose of this year's conference is captured in the theme: Transforming Tourism Together.

Those three words speak to what we are striving to accomplish at the conference and going forward, and how you can contribute.

Mahalo for your continued support of Hawaii's tourism industry.

With Warmest Aloha,

George W. Ajigete

Moolelo Hawaii: A Hawaiian Culture and History Series



Kaohao or Lanikai

Some location names have been given a different place name than their traditional Hawaiian name for many reasons. Lanikai, in Kailua, Oahu, is an example of a place name that is not the accurate name of this small windward community.

The traditional name for the same area is actually Kaohao. Lanikai was the name given in the 1920's by developer Charles Frazier because he thought it translated to "heavenly sea" where it literally translates to "sea heaven, marine heaven."

The name, Kaohao means "the tying" because it takes its name from the release, after the tying together of two women by Hauna, the Kahu (priest/guardian) to High Chief Lonokamakahiki of Hawaii Island.

The women were tied together after losing at a game of konane (a game similar to checkers) then led to Kahu Hauna's waa (canoe), then released and rewarded with the feather wealth of the chief.

Source: Fornander's Collection, IV:314-315 and Pukui, Place Names of Hawaii, 129

September Events

OAHU

[1776 The Musical](#)
September 2-17

[Aloha Festivals Waikiki Hoolaulea](#)

September 17

[Na Wahine O Ke Kai](#)
September 25

[35th Century Honolulu Century Ride](#)
September 25

MAUI

[Malama Wao Akua](#)
September 9



Surfing Legends Honored at Hawaii Tourism Conference



The Tourism Legacy Awards Luncheon on Sept. 27, always an inspiring tribute to those who make Hawaii a better place for all of us, will honor surfing, one of Hawaii's gifts to the world.

Surfing is popular the world over, but the sport of kings began on the waves of our islands. The legendary Duke

[Hana Relay](#)
September 10

[Pailolo Challenge 2016-
Maui to Molokai Canoe
Race](#)
September 17

[Hawaiian Music Series
Concerts in Lahaina](#)
September 29

KAUAI
[Hanau la O Namahoe-
Celebrate The Birth of
Namahoe](#)
September 11

[Hawaiian Islands Land
Trust: Talk Story on the
Land, Experience Kahili
at Dusk, Kauai](#)
September 16

[Kauai Mokihana
Festival](#)
September 18-24

[Honoring Raymand
Kane Slack Key Guitar
& Ukulele Concert](#)
September 25

HAWAII ISLAND
[2016 Run For Hope](#)
September 9

[Hawaii Island Festival-
30 Days of Aloha \(Poke
Contest\)](#)
September 10

[Celebrate
Grandparents' Day](#)
September 19

[Ohigan at the Kona
Coffee Living History
Farm](#)
September 22

Kahanamoku, reverently known as the Father of International Surfing, brought the sport to the world's attention starting a century ago.

Certain to be the most emotional part of the luncheon will be the tribute to two of Hawaii's modern-day surfing legends, Buffalo Keaulana and George Downing.

Buffalo Keaulana is a champion surfer, career lifeguard, and a mentor to countless youths needing direction on Oahu's Leeward Coast.

George Downing is a renowned big-wave surfing guru, innovator in the sport, and today, among his many honors, serves as the Contest Director for The Quiksilver in Memory of Eddie Aikau.

Register for the [Hawaii Tourism Conference](#) and join us for the Tourism Legacy Awards luncheon.

TV's Don Wildman, Adam Richman to Serve as Moderators at Tourism Conference



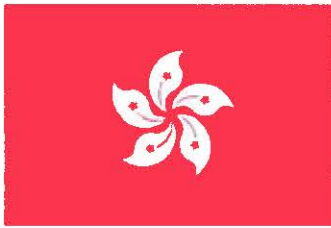
Fans of the Travel Channel and Food Network will recognize two of its most popular personalities "working" at the [Hawaii Tourism Conference](#), with Don Wildman and Adam Richman serving as moderators for morning general sessions.

Wildman, the host and narrator of Travel Channel's long-running hit series *Mysteries at the Museum*, will moderate the session, *Immerse Yourself in Culture, Live Like a Local*, on Wednesday, Sept. 28.

The next day, Sept. 29, Wildman will serve as moderator for the session, *Customized Travel and the Optimal Customer Experience: The Choice to Vacation Exactly How You Want with the Service You Deserve*. Just as he does on the Travel Channel, Wildman will lead the audience on a fascinating journey of fact-finding in today's travel world.

On Aloha Friday, Sept. 30, Richman will bring his culinary expertise from the Food Network and Travel Channel to his role as moderator for the session, *From Farmer's Market to Market Square: The Global Guide to Culinary Tourism*. Adding to the excitement of this session for foodies is the participation by two of the nation's most celebrated chefs, Jonathan Waxman of New York City, and Hawaii's own, Roy Yamaguchi.

Global Student Debate at Hawaii Tourism Conference



A new feature of this year's [Hawaii Tourism Conference](#) is the Global Student Debate, taking place Sept. 27. Local, national and international students will compete at debating issues important to tourism worldwide.



Two high school students will be coming from Hong Kong, through the efforts of Hawaii Tourism Hong Kong (HTHK), in partnership with the [Hong Kong Association of Debaters](#) and Hong Kong Chamber of Speech and Debate, the leading debate associations in Hong Kong. The two Hong Kong students have been selected from among the 30 top recognized schools for debate in Hong Kong.

The selection process took four rounds, spread over two weeks. HTHK representatives Yvonne Ma and Alice Mak were part of the judging panel in the final round.

GoHawaii App to Unveil Next Phase During Tourism Conference



The new GoHawaii mobile app is off to a strong start following its public launch on Aug. 8. The app has been downloaded by users from around the world, who are responding favorably to its combination of destination and safety information for travel to Hawaii.



Created by the Hawaii Tourism Authority, it is the first travel destination app produced by the State of Hawaii. It offers travelers fast, accurate and trustworthy information to reference when exploring the Hawaiian Islands.

A special app feature is the "Locomoji" – Hawaii-inspired emojis that include images of an ukulele, aloha shirt, erupting volcano, shave ice, and Spam musubi, among many others.



Photo Credit for final image: Travel Week

The next phase of the app will be unveiled during the [Hawaii Tourism Conference](#) and provide several new features including push notification, iBeacon support and 3-D interactive video display.

The GoHawaii app is free and may be downloaded in the [Google Play Store](#) and [Apple iTunes Store](#). It is offered in English, German, Japanese, Korean, Simplified Chinese and Traditional Chinese.

Meet Hawaii Roadshow in New Zealand, Australia



Hawaii Tourism Oceania conducted its 2016 Meet Hawaii Roadshow to showcase the Hawaiian Islands and its diverse appeal to travel professionals in New Zealand and Australia.

The Roadshow began in Auckland on Aug. 26 and continued on to Sydney and Melbourne before concluding Aug. 30.



Numerous Hawaii travel industry partners took part and educated New Zealand and Australia event organizers about Hawaii's vast opportunities to host meetings, conventions and incentive trips.

A special treat was seeing the University of Hawaii play the University of California in Sydney on Aug. 27 to kick off the college football season.

Kauai Featured in New Zealand



Hawaii Tourism Oceania assisted an influential New Zealand food celebrity and travel writer Annabelle White with her trip to Kauai in May.

White works in various media platforms. She joins the Radio Live program every Tuesdays and Thursday at 3:30pm, shares her recipes in a TV segment called Foodie Friday on the Breakfast Show of TVNZ, and writes for a bi-weekly lifestyle magazine Woman's Weekly.



For this assignment, Kauai was featured on all of the various media platforms including a two-page spread in Woman's Weekly.

Global Dance & Cheer Games A Success in Hawaii



New Zealand's annual Global Dance & Cheer Games (D+C Games) took place in Waikiki this June.

The D+C Games was an opportunity for young people to utilize their passion for cheering and dance as a way to learn about different cultures and traditions. This event allowed participants to break through cultural barriers and create lifelong friendships.



Through Hawaii Tourism Oceania's efforts, approximately 2,000 participants visited Hawaii for the event. Due to the overwhelming positive response, the D+C Games have selected Hawaii as the future venue for its event in 2017 and 2018. For more details, please click here for a video.



Hawaii Tourism China at Mobile World Congress

Hawaii Tourism China (HTC) recently participated in the three-day Mobile World Congress 2016, Asia's largest mobile industry event in Shanghai.



The Congress was attended by more than 53,000 participants including executives from the industry's largest and most influential mobile operators, device makers, equipment providers, software companies, and Internet companies, as well as technology-savvy consumers.

HTC held more than 60 meetings with potential attendees and 80 appointments with exhibitors to show what makes Hawaii ideal for exhibitions and conferences.



Hawaii Tourism China Launches The Hawaiian Islands - 6 Travel-Spirations



Hawaii Tourism China launched its social media campaign, 6 Travel-Spirations, to promote the Hawaiian Islands through interactive and engaging digital games targeting millennials.

The games showcase the diversity and the best qualities of each island.

Mafengwo, the top travel User Generated Content provider, and Ctrip, the largest online travel agency in China, actively promoted this campaign.

Within three days of the game being launched on July 27, it had generated 10.26 million page views. So far, the Game has attracted over 30,000 consumers to play and find out about the Hawaiian Islands.

Many thanks to our Hawaii industry partners, including all of the island chapters, Hawaiian Airlines, Outrigger Hotels and Resorts and Chef Roy Yamaguchi, for donating fabulous prizes to support this fabulous promotion.



Hawaii-Themed Promotion at Fullon Hotel Taiwan



The **Fullon Hotel & Resorts** in Fulong, New Taipei City, is concluding a Hawaii-themed promotion on September 17 that will have run for six weeks.

The promotion complemented Hawaii Tourism Taiwan's (HTT) Hawaii's Crystal Run.

HTT has collaborated with Fullon Hotel to add influences of Hawaii to enhance the guest experience, including the decoration of the lobby, preparation of the menu, and designing of hotel activities.

Staff members received hula lessons to perform for guests and encourage them to join in.

Additionally, contest contests were held for guests, with prizes that included an ukulele and plane tickets to Hawaii, sponsored by HTT.



Meet Hawaii VIP Weekend Workshop in Korea



Hawaii Tourism Korea (HTK) conducted a Meet Hawaii VIP Weekend Workshop in Songdo, Incheon on July 1-2.

The event was attended by 50 key Korean meetings, conventions and incentive (MCI) agencies and their top corporate partners and families.

The program included the screening of Jurassic World to help showcase Hawaii's incredible natural beauty, and a presentation by Liz Park, HTK's MCI Sales Manager.

The participants also had a wonderful time at the hula and ukulele classes.



Promoting Iron Man with Red Bull in Europe



Hawaii Tourism Europe (HTE) partnered with Red Bull in organizing the **Red Bull Tri-Islands Triathlon 2016** in Germany, which was attended by more than 7,000 people in late July.

Two winners were awarded with the grand price of a trip sponsored by HTE to the island of Hawaii and attending the Ironman Hawaii in 2017.

The 500 participants swam 1.8 miles from the island of Amrum to Foehr, bicycled 24.9 miles on the island of Foehr, and completed a 6.2-miles run in Sylt. The event was widely covered in the local and regional press and on Red Bull's own channel.



Image courtesy of Flo Hagener

Hawaii Expo at Shibuya Hikarie, Tokyo



Hawaii Tourism Japan hosted the second annual Hawaii Expo at the retail complex Shibuya Hikarie in Tokyo on July 16-17.

The two-day sales promotion event attracted 14,000 consumers.

With the support of 54 vendors, the event showcased a wide range of Hawaii-inspired activities including hula performances, live music by local artists, cultural workshops, celebrity appearances, foods and crafts, and exhibit booths.

The promotion generated extensive media coverage and elevated awareness about Hawaiian Islands as a desirable destination for travel consumers.



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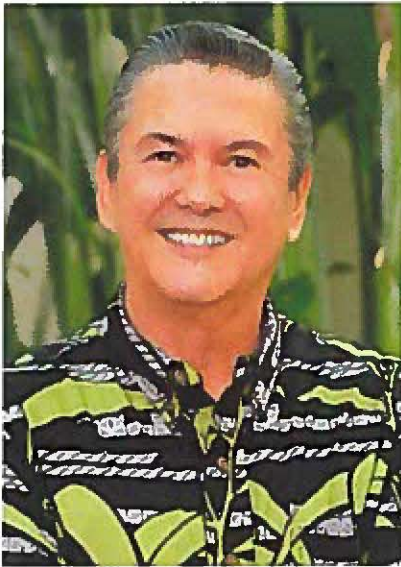
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Click the "Like" button.



October 2016 E-Bulletin

Message from George D. Szigeti President & CEO Hawaii Tourism Authority



Aloha kakou,

Last week, HTA released its visitor statistics for September and the results were superb.

Hawaii enjoyed its best September ever for visitor arrivals and spending, ensuring that our tourism industry achieved its best first three quarters ever, with arrivals at 6.7 million and spending at \$11.6 billion.

While this is great news for supporting businesses and jobs statewide, we can never overlook how valuable these results are to the State of Hawaii's tax revenue base.

Through the first three quarters of 2016, Hawaii's tourism industry generated \$1.24 billion in state tax revenue – also the best ever for this timeframe – an increase of nearly \$44 million over last year. This revenue is vital to our State's economic health and its ability to provide the services all of our communities need.

The fourth quarter is looking strong with several premier events, like the Ironman Triathlon, Hawaii Open, Honolulu Marathon, and 75th Pearl Harbor Commemoration bringing global attention to the warmth, beauty and aloha spirit of our islands.

Mahalo to all of tourism's stakeholders for your continued support of our most important industry.

With Warmest Aloha,

A handwritten signature in black ink that reads "George D. Szigeti". The signature is fluid and cursive, written in a professional style.

Nov-Dec Events

OAHU
36th Annual Hawaii
International Film Festival
November 3-13

Recap of the Hawaii Tourism Conference Sept. 26-30, 2016

The Hawaii Tourism Authority (HTA) took some aggressive steps to expand this year's conference, completely restructure its format, and concentrate its focus on providing attendees with industry insight while allowing them to voice

State Farm Armed Forces Classic

November 11

Sting Comes to Hawaii

November 4

Honolulu Fashion Week

November 10

The Hawaiian Classics:

Brother Noland

November 19

Hawaii Tennis Open

November 20-27

Pearl Harbor 75th Anniversary

December 1-6

44th Annual Honolulu Marathon

December 11

MAUI

Made in Maui County Festival

November 4-5

Morgan Heritage

November 11

Sun Yat-Sen Festival

November 11

Hula O Na Keiki

November 11-12

HUI Holidays

November 21

John Mayall

November 23

Willie Wonderland

December 3

Mokuuila by Moonlight in Lahaina-Winter

December 13

KAUAI

Honoring Raymond Kane-Slack Key Guitar & Ukulele Concert

November 12

14th Annual Old Koloa Sugar Mill Run

November 12

Ohana Slack Key Guitar & Ukulele Concert

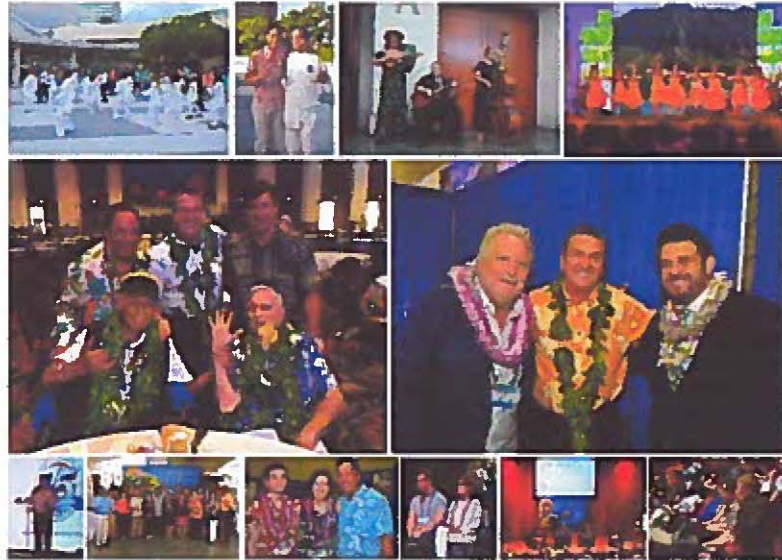
November 13

24th Annual Hawaiian Slack Key Guitar Festival "Kauai Style"

their opinions on Hawaii's tourism future.

The feedback from attendees has been overwhelmingly favorable, particularly the opportunities for networking, collaborating and planning for the future.

Mahalo to everyone who participated in the Hawaii Tourism Conference. We hope to see you next year.



Key Facts

- New, more interactive format; Expanded to a full week
- 2,100 participants – 75% more than last year
- 79 sessions and events – the most ever by far
- Local, national and international speakers
- 59 exhibitors – the first year exhibit booths have been displayed

Highlights

- 18 nations represented
- 200 travel industry partners for Japan
- 62 travel partners from China
- Tourism Legacy Awards Honored Buffalo Keaulana and George Downing

Special Features

- Airline Summit: Attended by 30+ airline executives
- Island FAM Tours (Sept. 26)
- A.M. Aloha Activities and Evening Ohana Time (Sept. 27-29)

Marketing Hawaii

- Hawaii VR: New Virtual Reality Marketing Program
- Discover Your Aloha: New Facial Recognition Marketing Program
- Presented HTA's 2017 Global Marketing Plans

SAVE THE DATE

2017 Hawaii Tourism Conference: September 19-21, 2017

November 20

**School of Rock,
The Musical Youth
Production**

November 21-28

**Island of Peace-Slack Key
Guitar & Ukulele Concert**

November 30

**20th Annual Festival of
Lights**

December 2-24

**Dinner Dancing Live
Entertainment - Black &
White Ball**

December 3

**HAWAII ISLAND
"Hands on History", Kona
Coffee Living History
Farm, Captain Cook**

November - December

**46th Annual Kona Coffee
Cultural Festival**

November 4

**7th Annual
Kohala Aina Festival**

November 12

Casablanca Jazz Quartet

November 19

**Kona Palisades Artists
Open Studio**

November 19-20

**Aloha Friday on the Porch
- Lei Making with Kalpo
Aichong**

November 25

**4th Annual Feast on the
Beach**

December 9

**Niihau Shell Workshops
with Kele Kanahele**

December 9-10

**HTA's Aha Mele Hosts
Free Hawaiian Music Concert at Washington Place**

On October 22, the Hawaii Tourism Authority's Aha Mele Hawaiian Music Series held its first event at Washington Place. This edition of the Aha Mele was themed a celebration of Washington Place and a musical tribute to Queen Liliuokalani and her family.



The free concert featured live entertainment from Halau Ka Liko Pua O Kalaniakea under the direction of Kumu Hula Kapua Dalire-Moe, Kuipo Kumukahi and the Hawaiian Music Hall of Fame Serenaders, Palani Vaughan & The King's Own, and a special appearance by the students of Turnaround Arts Hawaii's Kamaile Academy Public Charter School.

Guests were also treated to a surprise appearance by multi-award winning artists Lehua Kalima and Sean Pimental.



Built in 1847, Washington Place is best known as the home of Queen Liliuokalani. For more than 160 years Washington Place has remained at the center of social and political life in Hawaii. Designated as a National Historic Landmark in 2007, the home was once the official residence for the Governor of Hawaii.

The Aha Mele was a great success while serving as part of a larger effort, led by First Lady Dawn Ige, to open the doors of the historic home for the public to see the Queen's residence.

Hawaiian Islands Featured at JATA Tourism EXPO



Under Brand USA, Hawaii Tourism Japan (HTJ) participated in Asia's largest travel trade showcase, JATA Tourism EXPO Japan 2016, to promote Hawaii and HTJ's current initiatives to the event's more than 185,800 attendees.

JATA Tourism EXPO Japan has been globally recognized as an established comprehensive tourism event entailing B2B and B2C business opportunities.



HTJ, which attended the expo from September 23 to 25, collaborated with Hawaii Promotion Committee Japan members to showcase 25 industry partners, including hotels, attractions, rental car companies and more with a goal of effectively promoting Hawaii's offering to attendees.

JATA Tourism EXPO Japan 2016



Study Hawaii Edu-Tourism Blitz: Tokyo, Hiroshima, Fukuoka and Nagasaki

In a collaborative effort between the State of Hawaii's Department of Business, Economic Development & Tourism and Department of Education, and Hawaii Tourism Japan, HTJ traveled to Japan with 16 Hawaii delegates including First Lady Dawn Ige and key delegates from Hawaii Pacific University and University of Hawaii Manoa.



The blitz raised awareness about increasing edu-tourism business between Japan and Hawaii.

Major events during the September 7 to 17 blitz included meeting with the Tokyo Ministry of Education; courtesy visits with the governor and Prefectural Assembly in Hiroshima and Fukuoka; eight school visits in Hiroshima, Fukuoka, and Nagasaki; and four trade show events for students, school faculty and travel agents.



Hawaii Tourism Japan Brings Four FAM tours to the Hawaiian Islands in September

Hawaii Tourism Japan collaborated with industry partners, including China Airlines, to host four FAM tours in September.





A total of 55 travel agents participated in the tour designed to give them a better understanding of Oahu's current offerings with the intention of developing more diverse products for future Japanese travelers. The agents also attended various sessions at the Hawaii Tourism Conference.

Developing New Japan Business a Focus at Hawaii Tourism Conference



Hawaii Tourism Japan assembled more than 100 Japanese travel related personnel to attend the Japan Business Development Track session at the Hawaii Tourism Conference on September 29.



The session included five speakers presenting major topics and changes affecting Japanese travel. Tourism conference attendees engaged with the speakers in finding ways to collaborate for future promotions.

Hawaii Tourism China Mega FAM in September



Hawaii Tourism China (HTC) brought a Mega FAM of 62 delegates to the Hawaiian Islands during the Hawaii Tourism Conference, visiting multiple islands between September 22 and 30.

The group included airline representatives, top wholesalers, key travel agencies and major OTAs from Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu and Dalian. China's top digital media outlets Tencent and iQiyi were also invited.



The group visited Oahu, the Island of Hawaii, Maui County and Kauai to become familiarized with each and understand the ease of island dispersal.

They also conducted site inspections of 19 hotels and more than 100 scenic spots and attractions to gain inspiration for new products for their customers.



During the FAM, the group also joined Hawaii International Health and Wellness Ambassador Master Ren Guangyi for group sunrise tai chi and attended B2B Shirtsleeve Sessions held at the Hawaii Tourism Conference.



Sunrise Tai Chi by Master Ren Guangyi International Health and Wellness Ambassador of Hawaii



Master Ren Guangyi, an internationally renowned Chinese tai chi master, was officially appointed by Hawaii Tourism China (HTC) as International Health and Wellness Ambassador.

On September 27, the Hawaii Tourism Conference's first day, Master Ren led a group of 100 people – including Chinese delegates and the local tai chi community – in Hawaii-inspired sunrise tai chi movements against a breathtaking backdrop.



HTC also filmed Master Ren leading tai chi at the Four Seasons Resort Oahu at Ko Olina for CCTV, China's national TV station, with a goal of promoting Hawaii to audiences throughout China.

2016 Hawaii Crystal Run in Taiwan



At 6 a.m. on September 3, Hawaii Tourism Taiwan Director Andrew Koh fired a starting pistol launching the first group of runners on a 24.5 kilometer (15.2 mile) course from the Fullon Hotel. The 2016 Hawaii Crystal Run officially kicked off with 12 sponsors representing well-known consumer brands, a slate of Hawaii performers, and more than 5,100 runners.



Six backdrops with images representing the islands of Hawaii were placed at rest stop stations along the route for photo opportunities.



Dance and ukulele performances from Kalani Poomaihealani, accompanied by Lei Queen Morishita Sachiko from Japan, and hula by Taiwanese Halau Nanihula and Miss Hawaii 2009 Aureana Tseu continued until most of the runners reached the finish line.

Hawaiian Islands Featured as No. 1 Destination by Korea's SMTown Travel

Korea's SM Entertainment celebrated its 20th anniversary in Hawaii with a team of more than 400 staff, artists, management and crew from August 28 to 31, with Hawaii Tourism Korea developing K-Pop Hawaii tour packages and online promotions.

Founded in 1995, SM Entertainment operates a record label and the travel agency SMTown Travel. It is also an event management company and concert producer.



The company's musical artists include the successful groups BoA, TVXQ, Super Junior, Girls' Generation, SHINee and Exo.



Successful Hawaii Media Forum in Korea



On October 11, Hawaii Tourism Korea (HTK) successfully wrapped up a Hawaii Media Forum in Seoul attended by top-level guest panels representing broadcast, print and social media, and Hawaii partners including the Kahala Hotel and Resort, Waikiki Trolley, Polynesian Cultural Center and Battleship Missouri Memorial.

With a new anti-graft law implemented, HTK needed to combine a media forum and media night into one event.



The event began with HTK screening a highlight video of its activities, sharing with partners its efforts in promoting Hawaii in the Korean market. Ms. Mina, a renowned travel writer, served as moderator of the event, facilitating discussions on evolving personal experiences in Hawaii, the current Korean media landscape, and ways to work with local partners.



Hawaiian Islands Showcased to 25,000 Attendees at MATTA Fair, Malaysia

The Hawaiian Islands were a featured destination at the Malaysian Association Tours and Travel Agents (MATTA) Fair, held in Kuala Lumpur, Malaysia, from September 2 to 4.

Hawaii Tourism Southeast Asia (HTSEA) partnered with the United States embassy in Malaysia to showcase the islands of Hawaii to countries in Southeast Asia. The travel fair attracted more than 25,000 attendees over the three days, with many of them gathering information and knowledge from the HTSEA team about the tourism opportunities offered by the Hawaiian Islands.

HTSEA also participated in the pre-MATTA Fair press conference on August 22, sharing information about the islands with 30 media representatives.

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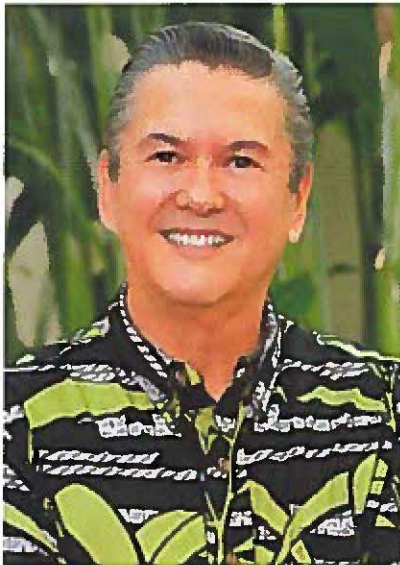
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December 2016 E-Bulletin

Message from George D. Szigeti President & CEO Hawaii Tourism Authority



Aloha kakou,

We welcome the joy of the holidays comfortable in the knowledge that Hawaii's tourism industry has enjoyed a remarkable year.

It's been a year of challenges and successes, a year in which we were reminded how fragile tourism can be as an industry, but also how popular Hawaii is to travelers worldwide.

We thank all of tourism's stakeholders, from our elected leaders to the front-line employees, for sharing your aloha to make the Hawaiian Islands such a magical, memorable experience. And to all of our visitors – mahalo for believing in Hawaii! We look forward to welcoming you back.

As we reflect on 2016, we look ahead to 2017 with the hope and eagerness that the promise of a new year offers to all of us.

This is indeed a special time to give thanks for the love of our family and friends, and all the happiness that life brings us every day.

I'm thankful for working with a team at the Hawaii Tourism Authority that believes so passionately in our mission and how it benefits communities and residents statewide.

I'm thankful for working in an industry alongside so many other professionals who care so deeply about the future of our islands.

Most of all, I'm thankful for living in a place the rest of the world longs to come experience, to feel our warmth, see our beauty, and embrace our aloha spirit.

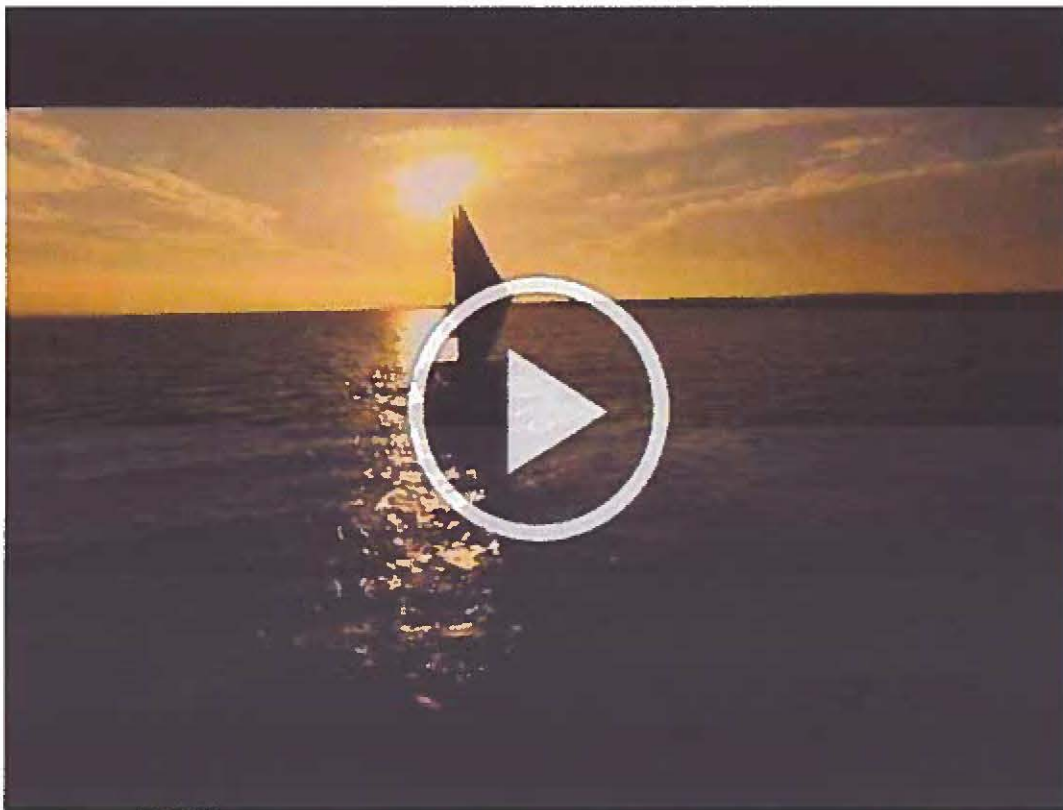
Happy holidays everyone and mahalo for helping to make 2016 such a wonderful, joyous year for Hawaii tourism.

With Warmest Aloha,

George W. Ajigati

Hokulea – The Malama Honua Worldwide Voyage

Malama Honua is the journey that asks us to define our path forward, challenges us to care for our communities so that they prosper and helps us share the (spirit) of Hawaii with others.



As Hawaii Tourism Authority (HTA) charts the course for tourism over the next five years, our new strategic plan offers the opportunity to reflect on past accomplishments, weigh present realities, and plan for the possibilities of tomorrow.

To learn more about the HTA Five-Year Strategic Plan, please visit www.hawaiitourismauthority.org.

Dec Events

Honolulu Named Among Best Big Cities in the United States

OAHU

[Christmas in Polynesia at the Polynesian Cultural](#)

[Center](#)

Till December 22

[Sheraton Walkiki Welcomes Sandsational Snowmen for the Holidays](#)

Till December 31

[Hawaiian Airlines Diamond Head Classic](#)

December 22, 23 & 25

[Hawaii Bowl](#)

December 24

[32nd Annual Honolulu City Lights](#)

Till January 1

[First Friday at the Hawaii State Art Museum](#)

January 6

MAUI[Snow Falls on Maui at Queen Kaahumanu Center](#)

December 24

[Santa and Mrs. Santa Arrival on a Outrigger Canoe and Holiday Celebration](#)

December 24

[Hawaiian Music Series Concerts in Lahaina](#)

December 29

[William Shatner with Special Guest Brian Evans in Pre-NYE Celebration](#)

December 30

[Maui New Year's Eve Party](#)

December 31

[Maui Oceanfront Marathon Events](#)

January 15

KAUAI[Festival of Lights \(20th Annual\)](#)

Till December 24

[Aloha Music of Hawaii - Slack Key Guitar & Ukulele Concert](#)

December 24

[Spirit of Slack Key Guitar & Ukulele Concert](#)

Call it two great honors for one great city.

Conde Nast Traveler magazine this fall named Honolulu to its listing of "The Best Big Cities in the United States," based on a survey of more than 100,000 of its readers. Also this fall, *Smart Meetings*, an integrated media company and website focused on the MCI market, described the many reasons it considered Honolulu a premiere destination for hosting meetings, conventions and incentive group events in its feature, "Best Big Cities Also Among Best Meeting Cities."



In the *Smart Meetings* feature, Kainoa Daines, director of sales for the Oahu Visitors Bureau, explained why Honolulu and Oahu deserved the honor.

"Oahu is a world-class cosmopolitan city with three exclusive resort areas on one island," said Daines, "this provides groups with access to the amenities

and activities of a cosmopolitan city, while being able to explore the experiences and relaxation that an island destination has to offer."

Check out the full *Smart Meetings* feature by clicking here:

<http://www.smartmeetings.com/destinations/94479/best-big-cities-also-best-meeting-cities>.

For the full *Conde Nast Traveler* feature, click here:

<http://www.cntraveler.com/galleries/2015-10-08/top-big-cities-in-the-us-readers-choice-awards>

2016 Kona Coffee Cultural Festival Also a Multicultural Success

The annual Kona Coffee Festival is held each November with a mission of preserving and promoting Kona's unique, now nearly 200-year old history of coffee growing and roasting.

The multiday festival is also devoted to perpetuating the story of Kona coffee's rich cultural heritage.

December 25

[Kauai Style Slack Key
Guitar & Ukulele Concert](#)

December 28

[Slack Key Guitar &
Ukulele Concert -
Peace & Aloha 2017](#)

December 31

[Slack Key Guitar &
Ukulele Concert - Find
Your Island of Peace](#)

January 4

HAWAII ISLAND

["Hands on History" At
Kona Coffee Living
History Farm](#)

Till December 28

[Aloha Friday on the Porch
- Hula Arts with
Noenoe Kekaulua](#)

December 30

[19th Annual Wailea Village
Mochi Pounding](#)

December 30

[7th Annual Waimea Ocean
Film Festival](#)

January 2-10

[14th Kona Surf
Film Festival](#)

January 28

[Holiday Hangover
Burlesque Show](#)

December 30

Today's Kona coffee industry is the modern-day descendant of multigenerational tenant farmers – mostly of Japanese ancestry – who first began establishing coffee plantations in the island of Hawaii's Kona District in the early 20th century.

Their methods were built on the farming foundation of Native Hawaiians, who were the first to grow coffee in Kona.



This year's Kona Coffee Cultural Festival showcased nearly 50 events over its 10-day run, from November 4-13. Participants in the festival, which bills itself as Hawaii's oldest food festival, included residents of Kona's Japanese community who brought the stories of Kona's early coffee pioneers (circa 1920-1945) to life through depictions of what their daily lives were like.



Other highlights of the festival included tours of a historic coffee farm, a bon dance, a Japanese lantern parade and opportunities for attendees to participate in hands-on cultural activities.



Members of the Kona-area Latino community performed ethnic dances, local Filipino clubs shared food experiences, and Native Hawaiian community members demonstrated traditional skills. Native Hawaiian cultural practitioners included kapa (bark cloth) masters, lauhala (pandanus leaf) weavers, lei makers and ipu (bottle gourd) masters who instructed residents and visitors in the art of Niihau gourd design.

Throughout all of the festival's activities, members of Hawaii's diverse multicultural communities worked together to perpetuate the Islands' vibrant cultural and local traditions.

For more information about the Kona Coffee Cultural Festival, visit KonaCoffeeFest.com

Civilian Stories of Dec. 7, 1941, Pearl Harbor Attack Shared in New Bishop Museum Exhibit

The December 7, 1941, Imperial Japanese Navy attack on the United States naval base at Pearl Harbor on Oahu reverberated globally and forged some of the greatest stories of heroism and tragedy in world history. Lesser known are the stories of Hawaii's civilian population, which also endured the events of that fateful day and the aftermath of the years that followed. In honor of the recent 75th commemoration of the Pearl Harbor

attack, the Bernice Pauahi Bishop Museum in Honolulu is spotlighting many of these little-known stories in its exhibit, "Homefront Hawaii."

The exhibit opened on December 1 in conjunction with official events honoring the 75th Pearl Harbor Remembrance Day, and will run through March 1, 2017, in Portico Hall in the museum's Hawaiian Hall Complex.



Barbed wire on Waikiki's Beaches

All easily accessible coastlines of the Hawaiian Islands – including Waikiki's beaches – were quickly lined with barbed wire after the Dec. 7, 1941, attack on Pearl Harbor.

Here, a tangle of wire blocks access to the sands of Kuhio Beach from the Kalakaua Avenue sidewalk. (Ray Jerome Baker, Bishop Museum Archives)

With stories brought to life via archival images and items from Bishop Museum and expert collectors, the exhibit offers visitors an opportunity to see how World War II transformed Hawaii and its residents. The exhibit's displays feature rarely-seen photos of explosion-damaged Honolulu streets, a fortified Waikiki Beach protected with barbed wire, and a bomb shelter at Iolani Palace, as well as other historic photographs. Period artifacts, including the remnants of a Japanese plane shot down in combat, are also part of the exhibit.

More than 100 civilians perished in the attack on Pearl Harbor. Within a day of the strike, then Territorial Governor Joseph Poindexter agreed with a decision to place Oahu under martial law. Over the three years that followed, constitutional rights in the Territory of Hawaii were suspended then reinstated, but only after numerous court challenges.



December 7 Civilian Damage

The worst damage to civilian areas in Honolulu caused by the Pearl Harbor attack occurred at the corner of King and McCully Streets.

In this photo, a charred bedspring and barber chairs at the site are seen amidst sheets of corrugated metal roofing. The explosion that set off fires destroying several wood buildings in this location was actually caused by a U.S. Navy anti-aircraft shell. (Private collection)

Hawaii citizens were subjected to strict curfews as the U.S. military took over all territorial government functions. Curfews were even stricter for citizens of Japanese ancestry.

"The December 7 attack on Oahu was focused primarily on the military," says Bishop Museum historian DeSoto Brown. "But through this exhibit, we hope to give everyone a fuller sense of the totality of this event by showing how the attacks dramatically changed an entire way of life for the people of Hawaii."

The "Homefront Hawaii" exhibit is generously supported by the Hawaii Visitors and Convention Bureau (HVCB) and the Oahu Visitors Bureau (OVB).

Hawaii Tourism Japan Holds Media Event in Tokyo



Hawaii Tourism Japan (HTJ) held a media event in Tokyo in October to promote its marketing direction and share updates about Hawaii market trends.

The event offered an opportunity and platform for 16 industry partners to network and discuss future business opportunities with more than 115 members of the Japanese media.



The October 5 event also allowed HTJ to secure media coverage from eight media outlets – including magazines and television stations – to be distributed at the end of 2016 and in early 2017.

Yukyu Hawaii Campaign Activities



Yukyu Hawaii campaign happenings this fall included collaborations between Hawaii Tourism Japan (HTJ) and Aloha Table restaurant in Waikiki, which reached 54,258 consumers and sold 5,387 Yukyu Hawaii menu items.



HTJ also collaborated with Shonan T-Site, a large bookstore in Tokyo's Kanagawa Prefecture home to 30 specialty themed shops.

In November, a travel corner was created in Shonan T-Site to promote Yukyu Hawaii, retailing more than 100 Hawaii-related goods to entice the bookstore's 160,000 monthly customers.

HTJ Works with Local Partners to Promote New Hawaii Hotels, Restaurants, Activities and Retail Stores to Japanese Consumers



Hawaii Tourism Japan (HTJ) held two educational sessions in November that attracted 85 travel agents.

On November 8, HTJ collaborated with The Ritz-Carlton Residences Waikiki Beach to host a webinar updating 62 travel agents on the new property and promote it to Japanese consumers.



On November 17, HTJ worked with Marriott International and China Airlines to provide updated Oahu information – including new restaurants, activities and retail stores – to 23 top wholesale agents.

Out-of-Home Advertisement Campaign in Japan



Hawaii Tourism Japan (HTJ) continued to implement various out-of-home media advertisements in Japan, including video ads, running from October 3-9, on nine Tokyo Metro Lines with 7.1 million passengers daily.



HTJ also utilized digital signage at Nagoya Station for video ads that ran 5,440 times, from October 17-30, on the station's 60-inch digital displays, reaching 398,200 daily commuters.

BigBang Made [VIP] Tour Comes to Hawaii



Hawaii Tourism Korea (HTK), an official sponsor of the international BigBang Made [VIP] Tour, worked with the popular K-pop boy band BigBang's management company, YG Entertainment, to distribute a joint press release and newsletter promoting the band's October concert in Hawaii.



With the majority of BigBang's fans based in the U.S., Korea, Japan and China, the concert proved a major Oahu draw, bringing more than 5,000 international visitors to the island. HTK also developed post-tour products with 10 major Korean travel agencies to position Hawaii as an entertainment hub and "hot" destination Korean celebrities love to visit.

Well-Known Australian Burn Survivor Competes in 2016 Kona IRONMAN World Championship



In October, Hawaii Tourism Oceania (HTO) partnered with IRONMAN Asia-Pacific and well-known Australian burn-survivor-turned-athlete and motivational speaker Turia Pitt to promote her "Road to Kona" journey to participate in the 2016 IRONMAN World Championship.

In 2011, Pitt suffered burns to 65 percent of her body when she was caught in a firestorm while competing in a 62-mile ultra-marathon in Australia.

The 29-year-old completed the 2016 IRONMAN World Championship's 2.4-mile swim, 112-mile bike ride and 26-



mile marathon-run, crossing the finish line in Kailua-Kona town in 14 hours, 37 minutes and 30 seconds..

The inaugural Hawaiian IRONMAN Triathlon was conceived in 1977 to challenge athletes who had experienced success in endurance swimming, running and biathlon events.



Aussies Meet Up with Hawaii Residents for "Road Less Traveled" Experience

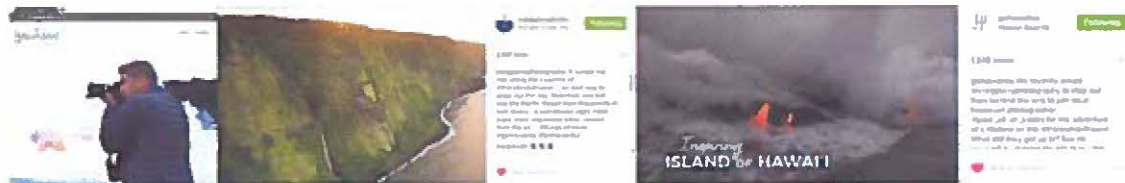


In November, Hawaii Tourism Oceania (HTO) launched The Experience Aloha campaign with a mission of encouraging Australians to explore Maui, Oahu, Kauai and the island of Hawaii through the eyes of four Australia-based social influencers, via video, photo and blog content.



HTO's largest integrated consumer campaign ever, Experience Aloha, featured a dedicated microsite with a content narrative of HTO sending the four Australian influencers to Hawaii and teaming them with residents for a "road less traveled" experience of the Islands.

The campaign was promoted across the platforms of Fairfax Media – Australia's second-largest media group, which boasts more than a million subscribers – and encouraged viewers to book a Hawaii holiday with special deals offered by MyHawaii. The campaign ran from November 11 through December 7 and will repeat during the last two weeks of January 2017.



Hawaii Promoted at First Hong Kong Hula Competition



Hawaii Tourism Hong Kong (HTHK) was one of the principal sponsors of the First Hong Kong Hula Competition, held in October and organized by the Hong Kong International Hula



Association.

Seventy-two participants and 15 contestant groups from Hong Kong and Japan attended the event, with winners and participants receiving limited-edition ukuleles and Hawaii-themed magazines sponsored by HTHK.

The competition promoted the Aloha Spirit, increasing awareness of Hawaii as a must-visit destination among members of the Hong Kong International Hula Association.

Dancers and hula enthusiasts were treated to a wonderful afternoon of friendly competition.

Hawaii Recognized as “Best Destination – America” in *Travel Weekly Asia's* 2016 Readers Choice Awards



Hawaii was awarded the honor of “Best Destination – America” in *Travel Weekly Asia's* 2016 Readers Choice Awards.

The travel content provider's annual award competition recognizes leading companies in the travel industry and acknowledges their commitments, contributions and achievements.

Kelvin Ong of Hawaii Tourism Southeast Asia accepted the “Best Destination – America” award on behalf of the Hawaii Tourism Authority.

Inaugural Media FAM from Singapore and Malaysia by Hawaii Tourism Southeast Asia



Hawaii Tourism Southeast Asia (HTSEA) led its inaugural Hawaii media familiarization tour in October, with five participants representing *Time Out Malaysia*, *Time Out Singapore*, *Escape Asia*, *Escape Malaysia*, *Lonely Planet Asia*, *Lonely Planet Singapore*, *Jalan Jalan Travel Malaysia* and others in attendance.

The group's first stop was the island of Hawaii where they participated in a sunset and stargazing tour of dormant Mauna Kea volcano, as well as a summit tour of currently very active Kilauea volcano, which for many participants marked their first in-person view of an erupting volcano.

On Maui, the group departed Haleakala volcano mesmerized



after watching sunrise from its summit, and took in breathtaking views of the island from the cockpit of a helicopter.

On Oahu, the media group visited Kuaioa Ranch's private nature reserve and took a tour of the ranch's many sites where Hollywood movies have been filmed since the 1950s. Also on Oahu, the group experienced a taste of Laie town culture at the Polynesian Cultural Center's Hukilau Market, as well as the center's evening luau and many cultures of its Polynesian villages.



Sharing Hula Fitness Fun in Chengdu and Shanghai



Hawaii Tourism China (HTC) kicked off its Happy Healthy Hawaii campaign this fall with a Hula Fitness Fun initiative, with classes in Chengdu on October 21 and Shanghai on October 25.



HTC worked with Chengdu CHING Fitness Center and Shanghai Will's Gym to reach out to the more than 430,000 members of both gyms about the hula fitness classes.

The campaign utilized Will's and CHING's WeChat, in-store electronic screens, posters and banners, as well as 26 media and Key Opinion Leaders to promote the classes, which eventually attracted about 100 fitness enthusiasts in Chengdu and Shanghai.



The gym members and media in attendance enjoyed the elegant hula and beautiful ukulele music, with many expressing interest in experiencing the Hawaiian Islands in person.

Hawaii Showcased in 2016 China International Travel Mart



Hawaii was represented by Hawaii Tourism China (HTC) at the China International Travel Mart (CITM), the largest travel trade exhibition in China, held in Shanghai in November.

HTC set up a 36-square-meter booth with a performance stage, VR experience area and business networking area, and assembled eight co-exhibitors to promote Hawaii to



Chinese trade partners and the public. The Hawaii booth was among more than 2,000 exhibition booths at CITM 2016.

HTC talked with dozens of mainstream media during the three-day event. Randy Baldemor and Jadie Goo of Hawaii Tourism Authority sat for interviews with 15 renowned media entities, including CCTV, Shanghai TV, iFeng.com, 163.com, Le.com and Shanghai Daily.



A total of 192 B2B appointments were arranged between HTC co-exhibitors and trade partners during the first two days of the exhibition, with more than 200 trade partners and 500 FIT consumers visiting HTC's booth for business networking and consulting.



HTC's eight co-exhibitors offered enormous support to the trade show and made it more engaging. The co-exhibitors included Wasabi International Tours, Kualoa Ranch, Hawaii Prince Hotel Waikiki, American International Travel Services, Hawaii Global Holiday, Battleship Missouri Memorial, Pan-Pacific Enterprises Group, and Dragon Tours and Travel.

2017 Happy Healthy Hawaii Kick-Off Press Conference in Beijing



A group of 38 top travel and comprehensive media attended a November press conference in Beijing launching the 2017 Happy Healthy Hawaii initiative. The event also featured the awarding of the Ambassador of Happy Healthy Hawaii title to tai chi master Ren Guang-Yi.



Travel Channel, Beijing TV, Sina.com.cn, China Daily and TTG conducted interviews with Randy Baldemor and Jadie Goo of Hawaii Tourism Authority and Renee Ho-Phang of Hawaii Tourism China after the press conference.

Inaugural Media FAM from Hong Kong by Hawaii Tourism Hong Kong



In November, Hawaii Tourism Hong Kong (HTHK) partnered with United Airlines to lead its first-ever Hawaii media familiarization (aka FAM) tour.

Eight Chinese and English journalists working across 16 print and online publications took part in the seven-day tour, which featured an itinerary showcasing the best of Oahu, Maui and the island of Hawaii, from glimpses of Honolulu's vibrant city life to multiple activities in Hawaii's natural environment.



The media group enjoyed a tasty Honolulu food tour by Aloha Food Tour, visited a stunning nature reserve on Oahu's North Shore, hiked active Kilauea volcano on the island of Hawaii, and took a breathtaking helicopter ride over Maui. The group was also offered opportunities to gather together to share their newfound knowledge of Hawaii.



Thanks to the generosity of United Airlines, the Island Chapter Bureaus, direct marketing organizations and hotel and restaurant partners who sponsored airline tickets, accommodations, meals and ground transportation, the FAM tour was a huge success.

Post-trip feedback from attending journalists has been extremely positive and HTHK is looking forward to seeing all of the journalists' Hawaii work, which will reach nearly 7 million readers in Hong Kong.

Hawaii Brought to Life at Taipei International Travel Fair



Hawaii Tourism Taiwan (HTT) collaborated with China Airlines and several travel partners at the 2016 Taipei International Travel Fair (ITF) in November, which featured more than 1,450 booths, with 950 tourism organizations from 60 countries and regions worldwide represented. The four-day fair attracted more than 350,000 visitors.

Booths from China Airlines and the travel partners offered hula performances to promote Hawaii and introduced new customized travel packages created and launched exclusively for ITF. HTT also showcased HTA's new GoHawaii mobile app and Hawaii VR virtual reality videos at ITF.

Keep in touch with HTA via social media:



HTA recognizes the use of the 'okina [ʻ] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai'i such as Lāna'i). However, HTA respects the individual use of these markings for names of organizations and businesses. Due to technological limitations, this current communication may not include all Hawaiian diacritical markings.

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