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**TESTIMONY OF
THE STATE FOUNDATION ON CULTURE AND THE ARTS
TO THE HOUSE COMMITTEE ON CULTURE, ARTS AND INTERNATIONAL AFFAIRS
February 9, 2024 Conference Room 309 & Videoconference at 10:00AM
H.B. 2735 H.D.1
RELATING TO THE HAWAII TOURISM AUTHORITY**

Chair Tam and members of the Committee, I am Karen Ewald, Executive Director of the State Foundation on Culture and the Arts (SFCA), and we are grateful for the opportunity to testify with **COMMENTS** on H.B.2735 H.D.1.

HB2735 transfers all appropriations, records, equipment, machines, files, supplies, contracts, books, papers, documents, maps, and other personal property heretofore made, used, acquired, or held by the Hawaii tourism authority relating to awarding and administering cultural grants that perpetuate the uniqueness of the native Hawaiian culture and community to the state foundation on culture and the arts.

The State Foundation on Culture and the Arts has a [strategic objective](#) to honor and support Native Hawaiian culture, arts, artists, and cultural practitioners. We value the shared responsibility to perpetuate the Native Hawaiian culture and the arts. One way the SFCA accomplishes this objective is through administering grants. SFCA granting includes culture grants to organizations and individuals, administering Federal relief grants, legislative grants in aid and legislative line items. The SFCA's granting process is outlined in our establishing legislation under [Chapter 9 Part II. Foundation Grant Program sections 9-11 to 9-18](#).

Grant contracts funded by General, Federal and Special funds are currently administered and monitored by two positions. Should additional granting responsibilities and funding be transferred to SFCA, additional staff would be necessary to administer and monitor the grants.

Thank you for the opportunity to submit testimony on this matter.



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE HOUSE COMMITTEE ON CULTURE, ARTS, & INTERNATIONAL AFFAIRS
Friday, February 9, 2024 10:00 a.m.
In consideration of
HB 2735 HD 1
RELATING TO THE HAWAII TOURISM AUTHORITY

Aloha Chair Tam, Vice Chair Martinez, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) offers the following comments on HB2735 HD1 for your consideration. HTA understands the intent of this measure to repeal an exemption from administrative supervision of our board found in Hawai'i Revised Statutes §201B-5, and to transfer the awarding and administration of certain cultural grants from HTA to the State Foundation on Culture and the Arts (SFCA).

HTA's work to enhance destination stewardship is bolstered by the work done through our community programs – Community Enrichment, Kahu 'Āina, Kūkulu Ola, the Resort Area Hawaiian Culture Initiative, and Signature Events. These programs follow a specific strategy to sustain Hawai'i as a world-class visitor destination by empowering and developing existing events and efforts into competitive and regenerative tourism experiences. These programs span the gamut from watershed restoration projects with visitor volunteer opportunities, to major festivals and events that draw mindful visitors from our major visitor source markets.

Beyond funding of the event or program, we also provide support such as global promotion of the projects, technical assistance and advice on the tourism distribution system, tourism trends, and the tourism ecosystem. We are developing capacity for these projects to succeed as tourism ventures, and complimenting HTA's initiatives to strengthen workforce development in Hawai'i's visitor industry, assist nonprofits and small businesses with capacity-building tools to improve their ability to engage in tourism, and provide technical assistance training.

Proposals are received through a request for proposals process and are evaluated by committees comprised of HTA staff, visitor industry professionals, and community members. Each contract for each award is managed on HTA's behalf by Kilohana, and overseen by HTA staff from award to execution to final report. The news release announcing 2024 programs is attached.

Our community programs are a keystone of our efforts in regenerative tourism development. Should the responsibility for one or more of these programs be transferred to SFCA, we recommend continued HTA involvement to assist SFCA through the transition of the program and continue to advise on visitor industry matters.

HTA appreciates the opportunity to offer these comments.



For Immediate Release: January 31, 2024
HTA Release (24-03)

Hawai'i Tourism Authority Continues Tourism's Reinvestment In Community
More than \$7.5 million to support 163 projects, programs and events statewide

HONOLULU – The Hawai'i Tourism Authority (HTA) is furthering its dedication to the community, announcing five key programs to support natural resources, culture and the community: Kahu 'Āina, Kūkulu Ola, Resort Area Hawaiian Culture Initiative, Signature Events, and Community Enrichment. In 2024, HTA is partnering to provide more than \$7.5 million in total funding to support 163 nonprofit organizations, community groups, practitioners, projects and events throughout the state.

"The community is the foundation of our visitor industry and the fabric of the experiences that mindful travelers want to have when they come to our shores," said Mufi Hannemann, HTA Board Chair. "To continue having a thriving, diversified industry that supports our other sectors we need to ensure that we strengthen what we all know makes Hawai'i special — our people, our living cultures, and the places that we hold dear — as without them there is no future."

"Reinvesting in Hawai'i's people, places and multi-cultural traditions remains central to HTA's regenerative tourism mission," said Daniel Nāho'opi'i, HTA's interim president and CEO. "We look forward to working closely with such a diverse range of qualified organizations and practitioners on each island to deliver these programs to our community and our visitors."

HTA has partnered with Kilohana to administer the following programs and contracts in 2024 as part of its focus on destination stewardship. Criteria included demonstrating how the proposed initiative aligns with the state's Aloha+ Challenge and 'Āina Aloha Economic Futures principles toward a circular economy, which HTA remains committed to advancing.

These programs complement HTA's initiatives to strengthen workforce development in Hawai'i's visitor industry, assist nonprofits and small businesses with capacity-building tools to improve their ability to engage in tourism, and provide technical assistance training.

2024 KAHU 'ĀINA PROGRAM

HTA's Kahu 'Āina (formerly known as Aloha 'Āina) program supports responsible community-based entities with an emphasis on 'āina-kānaka (land-human) relationships and knowledge that manage, preserve and regenerate Hawai'i's natural resources. Through the Kahu 'Āina program, HTA is reinvesting more than \$1.2 million (\$1,236,000) in the following 25 community groups and projects in 2024.

| Project/Program | Organization | Island(s) Served | Award Amount |
|---|--------------|------------------|--------------|
| Statewide/Multiple Islands | | | |
| Building Pilina to 'Āina through Mālama Work Days | Project Kanu | Statewide | \$50,000 |

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| Forest to Frets: Hands on History Hawaiian Steel Guitar Program | Kealakai Center for Pacific Strings | O'ahu, Kaua'i | \$50,000 |
| Hawai'i Agritourism Holomua Series: A Way Forward | Hawai'i Agritourism Association | Hawai'i Island, Maui | \$50,000 |
| Kupu 'Āina Corps and Nā Manu 'Elele | Kupu | Statewide | \$100,000 |
| Mo'olelo Matters Speaker Series | Aloha Kuamo'o 'Āina | O'ahu, Hawai'i Island | \$50,000 |
| Hawai'i Island | | | |
| EA Ecovercity | EA Ecovercity | Hawai'i Island | \$40,000 |
| Huaka'i & Mālama 'Āina with Waikōloa Dry Forest Initiative 2024 | Waikōloa Dry Forest Initiative | Hawai'i Island | \$34,000 |
| 'Ike Ka'ūloa - Knowing Ka'ū | Infinite Reach 'Apoākea | Hawai'i Island | \$20,000 |
| Ka'e Lehua | Pōhāhā I Ka Lani | Hawai'i Island | \$100,000 |
| Kumu Pa'a i ka 'Āina | The Kohala Center, Inc. | Hawai'i Island | \$40,000 |
| Mālama 'Āina Mai Ka Uka i Ke Kai | Mālā'ai | Hawai'i Island | \$83,000 |
| Nānā 'Āina: Learning To Care For Our Forest Relatives From Our Forest Relatives | The Kohala Center, Inc. | Hawai'i Island | \$50,000 |
| Maui | | | |
| Kīpahulu 'Ohana, Inc. | Mālama 'Ōpelu | Maui | \$40,000 |
| The Auwahi Project Community-Based Native Watershed Forest Restoration | Auwahi Forest Restoration Project | Maui | \$50,000 |
| Wailuanui Lo'i Kalo & 'Auwai Restoration | Nā Moku Aupuni o Ko'olau Hui | Maui | \$40,000 |
| Moloka'i | | | |
| Moloka'i Land Trust | Moloka'i Land Trust | Moloka'i | \$37,500 |
| O'ahu | | | |
| Aloha 'Āina - Ka'ena Point | Young Men's Christian Association of Honolulu | O'ahu | \$60,000 |
| Hui Mālama O Ke Kai Foundation | The Kaiāo Project | O'ahu | \$30,000 |
| Kōkua Learning Farm | Kōkua Hawai'i Foundation | O'ahu | \$30,000 |
| Komo I Ka 'Āina | Kauluakalana | O'ahu | \$52,000 |

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| Mālama Pia Valley | Protect & Preserve Hawai'i | O'ahu | \$40,000 |
| Pu'u honua 'o Waikāne : Realizing Refuge for Indigenous Identity & 'Āina | Ho'ihō'i Ea | O'ahu | \$50,000 |
| Restoring Ea | Mālama Loko Ea Foundation | O'ahu | \$50,000 |
| Stewardship and Conservation of Hawai'i's Protected Marine Animals | Hawai'i Marine Animal Response | O'ahu | \$30,000 |
| Kaua'i | | | |
| Kūpuna Mahi'ai Apprenticeship Project KMAP | Kūmano I Ke Ala O Makaweli | Kaua'i | \$60,000 |

2024 KŪKULU OLA PROGRAM

HTA's Kūkulu Ola program supports community-based awardees that enhance, strengthen and perpetuate Hawaiian culture through genuine experiences for residents and visitors. Through the Kūkulu Ola program, HTA is reinvesting \$1.25 million in the following 34 nonprofit organizations, events and cultural practitioners in 2024.

| Project/Program | Organization | Island(s) Served | Award Amount |
|--|--|---|--------------|
| Statewide/Multiple Islands | | | |
| He Mau Ali'i: Chronicles of Hawai'i's Sovereigns | Historic Waimea Theater and Cultural Arts Center | O'ahu, Kaua'i, Hawai'i Island, Maui | \$10,000 |
| Ho'i Mau I Ka 'Iwikuamo'o - Return to the Source | Kānehūnāmoku Voyaging Academy | O'ahu, Hawai'i Island, Maui, Kaua'i, Moloka'i | \$75,000 |
| Kania Ola: Economic Resilience for Mele Practitioners | Kāhuli Leo Le'a | O'ahu, Kaua'i, Hawai'i Island, Maui | \$50,000 |
| Lohe I Ka Leo (Hear the Voice) Archival Project | Kalihi-Pālama Culture and Arts Society | Statewide | \$40,000 |
| Mana Mele | Mana Maoli | O'ahu, Kaua'i, Hawai'i Island | \$40,000 |
| Nā Kūkulu a ka Moananui a Kanaloa, The Pillars of the Great Ocean of Kanaloa | Lālākea Foundation | O'ahu, Hawai'i Island, Maui, Kaua'i | \$112,300 |
| Wana A'o: Digital Storytelling and Cultural Preservation | Mana Studios | Statewide | \$30,000 |

| Hawai'i Island | | | |
|--|--|----------------|----------|
| Hōlua Revitalization Program | Pāhoa Lava Zone | Hawai'i Island | \$25,000 |
| Hula Arts at Kīlauea | Volcano Art Center | Hawai'i Island | \$20,000 |
| Ka Lau o Ke Kāhuli | Pōhāhā I Ka Lani | Hawai'i Island | \$25,000 |
| Kaulele - Expanding Reach | Institute for Native Pacific Education and Culture (INPEACE) | Hawai'i Island | \$20,000 |
| Ola Ka 'Ie'ie | Hiki Ola | Hawai'i Island | \$15,000 |
| Wailehua | Edith Kanaka'ole Foundation | Hawai'i Island | \$75,000 |
| Maui | | | |
| Hāna Arts | Hāna Arts | Maui | \$30,000 |
| O'ahu | | | |
| 2024 OHCRA Race Production Program | O'ahu Hawaiian Canoe Racing Association | O'ahu | \$50,000 |
| He'e Nalu: The Art and Legacy of Hawaiian Surfing | Kua'āina Associates, Inc. | O'ahu | \$20,000 |
| Honolulu Theatre for Youth | Ki'i A Loa'a: Reimagining Hawai'i's Monuments | O'ahu | \$30,000 |
| Ho'omau Nā Maka o ka 'Āina | Pu'uhonua Society | O'ahu | \$30,000 |
| I Le'a Ka Hula 2024 | Mu'uolaulani | O'ahu | \$40,000 |
| Kama'āina Sundays 2024 | The Friends of 'Iolani Palace | O'ahu | \$60,000 |
| Keanahala: A Place for Hala | Pu'uhonua Society | O'ahu | \$30,000 |
| Kīpuka: A Makerspace | Pu'uhonua Society | O'ahu | \$27,000 |
| Kula Kapa O Waimānalo at Sea Life Park | Waimānalo Canoe Club | O'ahu | \$30,000 |
| PA'I Presents: MAMo | PA'I Foundation | O'ahu | \$75,000 |
| Pili Mai 2024 | Kauluakalana | O'ahu | \$30,000 |
| The E Mau Ke A'o Program | Wai'anae Economic Development Council | O'ahu | \$20,000 |
| The Maunawila Heiau Cultural & Ecological Preservation and Education Program | Hawai'i Land Trust | O'ahu | \$40,000 |

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| Ulu A'e Kaiāulu | Ulu A'e Learning Center | O'ahu | \$15,700 |
| Urban Makahiki | Trust for Public Land | O'ahu | \$30,000 |
| Welo Ka Hae | Kōkua Kalihi Valley Comprehensive Family Services | O'ahu | \$40,000 |
| Kaua'i | | | |
| Ka Pae 'Āina O Hawai'i Nei Hawaiian Archipelago Mosaic Program | The Garden Island Arts Council | Kaua'i | \$40,000 |
| Kūkulu Hale Building | Kūmano I Ke Ala | Kaua'i | \$20,000 |
| Nā Mele Ho'okani | Mālie Foundation | Kaua'i | \$25,000 |
| Waipā Cultural Foodways Program | Waipā Foundation | Kaua'i | \$30,000 |

2024 RESORT AREA HAWAIIAN CULTURE INITIATIVE

HTA's Resort Area Hawaiian Culture Initiative provides support to cultural practitioners and musicians presenting Hawaiian experiences, entertainment and music in resort areas. Through the Resort Area Hawaiian Culture Initiative, HTA is reinvesting \$385,000 in the following four community groups, musicians and practitioners in 2024, with \$335,000 going toward displaced musicians and practitioners who previously worked in resort areas that were impacted by the Maui wildfires and loss of tourism.

| Program | Organization | Island(s) Served | Award Amount |
|---|--|---------------------|-----------------|
| Maui | | | |
| Maui Ola: Cultural Practitioner Initiative | Kāhuli Leo Le'a | Maui | \$185,000 |
| Mele At The Market | Hāna Arts | Maui | \$50,000 |
| Supporting Local Musicians & Boosting Maui's Economy | Maui Chamber of Commerce | Maui | \$100,000 |
| O'ahu | | | |
| Nani Nō O Waikīkī | Hawaiian Music Perpetuation Society | O'ahu | \$50,000 |

2024 SIGNATURE EVENTS PROGRAM

HTA’s Signature Events program supports major festivals and events that attract attendees and participants from outside the state and have extensive opportunities for national and international marketing. They include typically high-profile events that are larger in scale than those in the Community Enrichment program. These events also have a high media value (print, online and broadcast impressions). Through the Signature Events program, HTA is reinvesting \$2.85 million in the following 21 festivals and events happening in Hawai‘i in 2024.

| Event | Organization | Island(s) Served | Award Amount |
|---|---|---|--------------|
| Statewide/Multiple Islands | | | |
| 44th Annual Hawai‘i International Film Festival | Hawai‘i International Film Festival | O‘ahu, Kaua‘i, Hawai‘i Island, Moloka‘i, Maui, Lāna‘i | \$50,000 |
| Hawai‘i Food & Wine Festival | Hawai‘i Ag & Culinary Alliance | O‘ahu, Hawai‘i Island, Maui | \$190,000 |
| King Kamehameha Celebrations | King Kamehameha Celebration Commission | O‘ahu, Kaua‘i, Hawai‘i Island, Moloka‘i, Maui, Lāna‘i | \$200,000 |
| Moloka‘i 2 O‘ahu Paddleboard World Championships | Epic Sports Foundation | O‘ahu, Moloka‘i | \$50,000 |
| Nā Wāhine O Ke Kai Canoe Race - Celebrating Women's Paddling | O‘ahu Hawaiian Canoe Racing Association | O‘ahu, Moloka‘i | \$100,000 |
| Polynesian Football Hall of Fame Enshrinement Weekend and Polynesian Bowl | Polynesian Football Hall of Fame | O‘ahu, Hawai‘i Island, Maui | \$155,000 |
| Prince Kūhiō Celebration & Parade | Association of Hawaiian Civic Clubs | O‘ahu, Hawai‘i Island, Kaua‘i, Maui, Moloka‘i, Lāna‘i | \$40,000 |
| Queen Lili‘uokalani Keiki Hula Festival | Kalihi-Pālama Culture and Arts Society | O‘ahu, Hawai‘i Island, Maui, Kaua‘i | \$75,000 |
| Hawai‘i Island | | | |
| 2024 IVF World Sprints Championship | Hawaiian Canoe Racing Association | Hawai‘i Island | \$75,000 |
| 2024 VinFast IRONMAN World Championship | World Triathlon Corporation | Hawai‘i Island | \$300,000 |

| Maui | | | |
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| Maui Invitational | Kemper Sports Marketing, LLC | Maui | \$230,000 |
| Moloka'i | | | |
| Moloka'i Prince Kūhiō 2024 | Ho'olehua Homesteaders Association | Moloka'i | \$20,000 |
| O'ahu | | | |
| 13th Festival of Pacific Arts & Culture | Gravitas Pasifika, LLC | O'ahu | \$500,000 |
| 2024 Duke Kahanamoku Ocean Festival | Outrigger Duke Kahanamoku Foundation | O'ahu | \$65,000 |
| 41st Annual Pan-Pacific Festival | Pan-Pacific Festival Foundation | O'ahu | \$50,000 |
| 47th Annual Prince Lot Hula Festival | Moanalua Gardens Foundation | O'ahu | \$75,000 |
| Aloha Festivals 2024 | Aloha Festivals 2024 | O'ahu | \$100,000 |
| ESPN Events - Hawai'i Bowl and Diamond Head Classic | ESPN Productions, Inc. | O'ahu | \$175,000 |
| Honolulu Marathon | Honolulu Marathon Association | O'ahu | \$250,000 |
| Moloka'i Hoe Canoe Race - Preserving Hawaiian Culture and Tradition | O'ahu Hawaiian Canoe Racing Association | O'ahu | \$100,000 |
| The Eddie Big Wave Invitational in Memory of Eddie Aikau | Eddie Aikau Foundation, Inc. | O'ahu | \$50,000 |

2024 COMMUNITY ENRICHMENT PROGRAM

HTA's Community Enrichment program supports unique, authentic and highly valued visitor-related experiences, and represents activities that are developed by the community, for the community, and are things the community is willing to and wants to share with visitors. Through the Community Enrichment program, HTA is reinvesting \$1.84 million in the following 79 community-based events, festivals and experiences in 2024.

| Event/Project | Organization | Island(s) Served | Award Amount |
|---|-----------------------------------|-------------------------|---------------------|
| Statewide/Multiple Islands | | | |
| 2024 Maui Music Series | Arts Education for Children Group | Maui, Lāna'i | \$20,000 |
| 6th Annual Garden Island Boogie Board Classic & 16th Annual Hubb Keiki Fest | Kaikeha | O'ahu, Kaua'i | \$23,000 |

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| Festivals of Aloha | Lōkahi Pacific | Maui, Lānaʻi, Molokaʻi | \$70,000 |
| Hawaiʻi Swim Show 2024 | Hawaiʻi Rise Foundation | Oʻahu, Hawaiʻi Island | \$20,000 |
| Molokaʻi Holokai Hoʻolauleʻa | Youth in Motion | Maui, Molokaʻi | \$25,000 |
| Statewide Hawaiian Slack Key Guitar Festivals | Kī Hōʻalu Foundation | Oʻahu, Kauaʻi, Hawaiʻi Island, Maui | \$40,000 |
| Volunteer Month Hawaiʻi 2024 | Kanu Hawaiʻi | Oʻahu, Kauaʻi, Hawaiʻi Island, Maui, Molokaʻi, Lānaʻi | \$40,000 |
| Hawaiʻi Island | | | |
| 2024 Hāmākua Sugar Days Festivals | North Hawaiʻi Heritage Foundation | Hawaiʻi Island | \$5,000 |
| 2024 Hawaiian International Billfish Tournament | Hawaiian International Billfish Association | Hawaiʻi Island | \$25,000 |
| 3rd Annual Aloha Shirt Festival & Fashion Week Hawaiʻi | Nāʻālehu Theatre | Hawaiʻi Island | \$7,000 |
| 3rd Annual King Kamehameha's Awesome Athletes Inclusive Canoe Race | Arc of Hilo | Hawaiʻi Island | \$10,000 |
| 53rd Kona Coffee Cultural Festival | Kona Coffee Cultural Festival | Hawaiʻi Island | \$25,000 |
| Cacao Cultivation to Culinary Celebration: The Big Island Chocolate Festival | Big Island Chocolate Festival/Kona Cacao Association | Hawaiʻi Island | \$8,000 |
| Celebration of Life - Lantern Floating Memorial | Hawaiʻi Care Choices | Hawaiʻi Island | \$30,000 |
| EPIC Wāhine | Lydia8 | Hawaiʻi Island | \$3,000 |
| Kaʻū Coffee Festival | Kaʻū Coffee Growers Cooperative | Hawaiʻi Island | \$20,000 |
| Merrie Monarch Festival 2024 | Merrie Monarch Festival | Hawaiʻi Island | \$90,000 |
| Queen Liliʻuokalani Canoe Race | Queen Liliʻuokalani Canoe Race | Hawaiʻi Island | \$25,000 |
| Street Eats, A Kailua Village Food Truck Festival | Kailua Village Business Improvement District | Hawaiʻi Island | \$50,000 |
| World Bee Day Fair and Educational Events - May 2024 | Bird and Bee Hawaiʻi Animal Sanctuary | Hawaiʻi Island | \$8,000 |

| Maui | | | |
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| 2024 Kapalua Wine & Food Festival | Kapalua Wine & Food Festival | Maui | \$60,000 |
| 28th Annual East Maui Taro Festival | East Maui Taro Festival | Maui | \$20,000 |
| 42nd Annual Maui Classical Music Festival | Maui Classical Music Festival | Maui | \$30,000 |
| 8th Annual World Whale Film Festival | Pacific Whale Foundation | Maui | \$25,000 |
| ‘Āina Foods Cook-Off | Hawai‘i Farmers Union Foundation | Maui | \$17,875 |
| Annual Maui Marathon and Half Marathon | Valley Isle Road Runners | Maui | \$30,000 |
| "Captivate the Artist in You" Art Workshops 2024 | Hui No‘eau | Maui | \$20,000 |
| Celebrating the Visual Arts of Hawai‘i | Hui No‘eau | Maui | \$25,000 |
| Celebration of Arts 2024 | Kapalua Maui Charities, Inc. | Maui | \$50,000 |
| Emma Farden Sharpe Hula Festival | Lōkahi Pacific | Maui | \$25,000 |
| Gathering of the Voyagers | Hawaiian Outrigger Canoe Voyaging Society | Maui | \$35,000 |
| Hāna Kū Mele Series | Ala Kukui | Maui | \$15,000 |
| Maui Matsuri Japanese Festival - 22nd Anniversary Events | Japanese Cultural Society of Maui, Inc. | Maui | \$15,000 |
| Maui Pops Orchestra 2024 Concerts | Maui Pops Orchestra, Inc. | Maui | \$17,500 |
| Maui ‘Ukulele Festival 2024 | Maui Arts and Cultural Center | Maui | \$15,000 |
| Moku‘ula Experience | Lahaina Restoration Foundation | Maui | \$14,625 |
| Nā Hōkū Hou Award Winners | Maui Arts and Cultural Center | Maui | \$15,000 |
| Prince Kūhiō Maui Ho‘olaule‘a | Lōkahi Pacific | Maui | \$20,000 |
| Wailuku First Friday | Lōkahi Pacific | Maui | \$25,000 |
| O‘ahu | | | |
| 17th Annual Waimānalo Kanikapila | Nā‘alehu Theatre | O‘ahu | \$14,000 |
| 2024 Hawai‘i’s Woodshow, Nā Lā‘au o Hawai‘i | Hawai‘i Forest Institute | O‘ahu | \$5,000 |
| 2024 New Year’s ‘Ohana Festival | Japanese Cultural Center of Hawai‘i | O‘ahu | \$10,000 |

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| 2024 Ride Aloha Festival | Hawai'i Bicycling League | O'ahu | \$20,000 |
| 20th Annual Korean Festival | Hawai'i Korean Chamber of Commerce Foundation | O'ahu | \$10,000 |
| 28th Honolulu Festival | Honolulu Festival Foundation | O'ahu | \$25,000 |
| 42nd Okinawan Festival | Hawai'i United Okinawa Association | O'ahu | \$50,000 |
| 48th Annual Honolulu Intertribal Powwow | O'ahu Intertribal Council | O'ahu | \$5,000 |
| 74th Narcissus Festival | Chinese Chamber of Commerce of Hawai'i | O'ahu | \$5,000 |
| AccesSurf's Hawai'i Adaptive Surfing Championships | AccesSurf Hawai'i | O'ahu | \$40,000 |
| Cinco De Mayo Celebrating Diversity in Hawai'i | Hispanic Chamber of Commerce Hawai'i | O'ahu | \$10,000 |
| Evo Showcase Hawai'i 2024 | RTS | O'ahu | \$50,000 |
| Filipino Fiesta & Flores de Mayo | The Filipino Community Center, Inc. | O'ahu | \$10,000 |
| Hawai'i Book & Music Festival | Hawai'i Book & Music Festival | O'ahu | \$10,000 |
| Hawai'i 'Ukulele Festival | Kala Foundation | O'ahu | \$25,000 |
| Honolulu Pride | Hawai'i LGBT Legacy Foundation | O'ahu | \$10,000 |
| Ho'olaule'a o Waimea | Hi'ipaka, LLC | O'ahu | \$20,000 |
| Kapu'uola Hula Festival | Ulu A'e Learning Center | O'ahu | \$10,000 |
| Keiki in the Kitchen | Hawai'i Ag & Culinary Alliance | O'ahu | \$41,000 |
| Legacy: The Siva Afi | Malu Productions, Inc. | O'ahu | \$10,000 |
| Lei Day Celebration | City & County of Honolulu, Department of Parks and Recreation | O'ahu | \$50,000 |
| Mahina 'Ölelo Hawai'i | PA'I Foundation | O'ahu | \$30,000 |
| May Day 2024 | Kāhuli Leo Le'a | O'ahu | \$25,000 |
| Mō'ili'i Summer Fest 2024 | Mō'ili'i Festivals | O'ahu | \$15,000 |
| Moonlight Mele 2024 | Bishop Museum | O'ahu | \$15,000 |

| Kaua'i | | | |
|---|--|--------|----------|
| 2024 Kaua'i Mokihana Festival | Mālie Foundation | Kaua'i | \$25,000 |
| 2024 Kōloa Plantation Days | Kaua'i Economic Development Board, Inc. | Kaua'i | \$35,000 |
| Downtown Līhu'e 2nd Saturday Night Market | Rice Street Business Association | Kaua'i | \$18,000 |
| Downtown Līhu'e Annual Community Events | Rice Street Business Association | Kaua'i | \$50,000 |
| E Kanikapila Kākou 2024 | The Garden Island Arts Council | Kaua'i | \$2,500 |
| Eō e 'Emalani I Alaka'i | Historic Waimea Theater and Cultural Arts Center | Kaua'i | \$7,500 |
| Heiva I Kaua'i 2024 | Heiva I Kaua'i 2024 | Kaua'i | \$13,000 |
| Kaua'i Chocolate & Coffee Festival | Kala Foundation | Kaua'i | \$30,000 |
| Kaua'i Songwriters Music Festival | Arts Kaua'i | Kaua'i | \$5,000 |
| Kaua'i 'Ukulele Festival | Special Events Hawai'i, Inc | Kaua'i | \$5,000 |
| Old Kapa'a Town 1st Saturday Ho'olaule'a Multi-Cultural Celebration | Kapa'a Business Association | Kaua'i | \$5,000 |
| Soto Zen Bon Festival | Kaua'i Soto Zen Temple | Kaua'i | \$10,000 |
| The 2024 Kaua'i Marathon and Half Marathon | The Kaua'i Marathon | Kaua'i | \$40,000 |
| Waimea Light Parade | Historic Waimea Theater and Cultural Arts Center | Kaua'i | \$10,000 |
| Waimea Town Celebration: Heritage of Aloha | Historic Waimea Theater and Cultural Arts Center | Kaua'i | \$50,000 |

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Link to Download Images: <https://finnpartners.box.com/s/zw07tkhin3vrbrq1qzlo7r3jnhxxcjcq>

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), Threads and [Twitter](#).

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