	BLI Title	Description	FY 2025 Budget	Staff
BED 113	Administrative & Governance			
004	Cruise Infrastructure Improvements and Arrival	Planning - Hawai'i Cruise Industry Consultant Services		
	Experience		89,000	
)10	HTUS/HTJ Campaign Effectiveness Study	Planning - Evaluations including Campaign Effectiveness	180,000	
101	Community-Industry Outreach & Public Relations Svcs	Communication & Outreach - Public Relations, Communications, and Outreach Services	250,000	
103	hawaiitourismauthority.org (formerly HTA	Communication & Outreach - HTA Web Support	200,000	
	web/Global Social)		25,000	5
654	Program Evaluation	Planning - Program Evaluation	90,000	DN, C
901	General and Administrative	Overhead costs such as office supplies, membership dues for industry associations and databases, and registration fees for conventions and meetings, etc.	844,278	16, 11
915	Organization-Wide	Planning - Tourism Strategic Plan Update	300,000	
915	Organization-Wide	Financial audit services	125,000	
998	Travel - Admin	Travel for all HTA Programs and board members	190,000	
ГВD	Administrative Salaries	Salaries for 14 positions - CEO, CAO, VPF, DOP, CCO, EA, BUFO,	100,000	
		AS, PM, PS, CM, PS, AA, PL	1,603,382	
		BED113 Administrative & Governance Subtotal	3,696,660	
	Branding & Marketing (BM)	Italian I Danting than Dang I Magazina and C Magladian		Г
306 320	Island-Based International Marketing Island Chapters Staffing and Admin	Island Destination Brand Management & Marketing	3,200,000	
318	gohawaii.com	Global Support Services	3,200,000	
339	Global Digital Marketing Strategy			
350	Global Market Shared Resources		1,375,000	
321	US (formerly North America)	USA MMA	15,204,991	
322	Canada	Canada MMA	1,000,000	
323	Japan	Japan MMA	6,500,000	
324	Korea	Korea MMA	900,000	DN
325	Oceania	Oceania MMA	1,290,905	
326	Europe	Europe MMA	1,000,000	
380	Marketing Opportunity Fund	Other - FY 2024 Carryover USA, MCI, Other Markets (ie Japan Incremental)	2,696,815	
317, 319, 331	Convention Center Sales & Marketing - City Wide; MCI MFF; Meetings, Convention & Incentives	Global MCI		
TBD	Branding Salaries	Salaries for 5 positions - CBO, BM x3, AA	5,500,000 581,490	
טסו	Branding Salaries	BED114 Branding Subtotal	39,249,201	
BED 115	Sports & Signature Events (SS)		00,210,201	
312	PGA Tour Contracts	PGA	2,038,850	
343	LPGA	LPGA	0=0.000	1
			250,000	
	Sport Opportunity Fund	Sports Opportunities	1,654,525	
TBD	TBD	Opportunity Fund - Sponsorships, Sports & Signature Events	1,654,525 1,500,000	DN& K
346 TBD 378	TBD UH Athletics Branding Partnership	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference	1,654,525 1,500,000 167,000	DN& K
TBD 378 700	TBD UH Athletics Branding Partnership Signature Events	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events	1,654,525 1,500,000 167,000 1,630,766	DN& K
TBD 378	TBD UH Athletics Branding Partnership	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM	1,654,525 1,500,000 167,000 1,630,766 76,934	DN& K
TBD 378 700 TBD	TBD UH Athletics Branding Partnership Signature Events Sports Salaries	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events	1,654,525 1,500,000 167,000 1,630,766	DN& K
TBD 378 700 TBD 3ED 116	TBD UH Athletics Branding Partnership Signature Events	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075	DN& K
TBD 378 700 TBD 3ED 116	TBD UH Athletics Branding Partnership Signature Events Sports Salaries  Destination Stewardship and Community (DC)	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal	1,654,525 1,500,000 167,000 1,630,766 76,934	DN& K
FBD 378 700 FBD 3ED 116 014	TBD UH Athletics Branding Partnership Signature Events Sports Salaries  Destination Stewardship and Community (DC) Pono Travel Education Program Kahu 'āina Visitor Assistance Programs	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i	1,654,525 1,500,000 167,000 1,630,766 76,934 <b>7,318,075</b>	DN& K
TBD 378 700 TBD 3ED 116 014 402 601 TBD	TBD UH Athletics Branding Partnership Signature Events Sports Salaries  Destination Stewardship and Community (DC) Pono Travel Education Program Kahu 'āina Visitor Assistance Programs Destination Management Application	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM  BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina  Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i  Destination Management App	1,654,525 1,500,000 167,000 1,630,766 76,934 <b>7,318,075</b> 964,148 784,022 650,000 1,500,000	DN& K
TBD 378 700 TBD 3ED 116 014 402 601 TBD	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM  BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina  Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000	
FBD 378 700 FBD 3ED 116 014 402 601 FBD FBD 718	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM  BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina  Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i  Destination Management App  Recovery and Stabilization through Smart Tourism - DM App  Resort Area Hawaiian Cultural Initiative	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022	DN& K
FBD 378 700 FBD 3ED 116 014 402 601 FBD FBD 718	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000	
TBD 378 700 TBD 3ED 116 014 402 601 TBD TBD 718 TBD	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154	
ГВD 378 700 ГВD 3ED 116 014 402 601 ГВD ГВD 718 ГВD	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM  BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina  Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000	
ГВD 378 700 ГВD 3ED 116 014 402 601 ГВD ГВD 718 ГВD	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000	
TBD 378 700 TBD 3ED 116 014 402 601 TBD TBD 718	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program Oʻahu, Maui, Kauaʻi, Hawaiʻi Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000	
BD B78 700 BD BED 116 014 02 601 BD TBD TBD TBD	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM  BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina  Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000	
BD 378 700 BED 116 014 102 105 118 BD 117 BD 117 201	TBD  UH Athletics Branding Partnership  Signature Events Sports Salaries  Destination Stewardship and Community (DC) Pono Travel Education Program Kahu 'āina Visitor Assistance Programs Destination Management Application Destination Management Application Resort Area Hawaiian Cultural Initiative Community-Based Tourism  Destination Management Application Destination Management Application Destination Management Application Destination Management Application Destination Management and Community Salaries  Regenerative Tourism Development (RD) Kukulu Ola	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000	
BD 378 700 BED 116 014 802 801 BED 718 BED 8BD 8BD 8BD 8BD 8BD 8BD 8BD 8BD 8BD 8B	TBD  UH Athletics Branding Partnership  Signature Events Sports Salaries  Destination Stewardship and Community (DC) Pono Travel Education Program Kahu 'āina Visitor Assistance Programs Destination Management Application Destination Management Application Resort Area Hawaiian Cultural Initiative Community-Based Tourism  Destination Management Application Destination Management Application Destination Management Application Destination Management Application  Pestination Management and Community Salaries  Regenerative Tourism Development (RD) Kukulu Ola Community Tourism Collaborative	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603	KK
BD 378 700 BED 116 014 002 601 BED 718 BED 117 BED 75 BED	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application  Destination Management Application  Destination Management Application  Destination Management Application  Destination Management and Community Salaries  Regenerative Tourism Development (RD)  Kukulu Ola  Community Tourism Collaborative  Community Enrichment Program	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance Community Enrichment Program	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270	
BD 378 700 BED 116 014 002 601 BED 718 BED 117 BED 75 BED	TBD  UH Athletics Branding Partnership  Signature Events Sports Salaries  Destination Stewardship and Community (DC) Pono Travel Education Program Kahu 'āina Visitor Assistance Programs Destination Management Application Destination Management Application Resort Area Hawaiian Cultural Initiative Community-Based Tourism  Destination Management Application Destination Management Application Destination Management Application Destination Management Application  Pestination Management and Community Salaries  Regenerative Tourism Development (RD) Kukulu Ola Community Tourism Collaborative	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance Community Enrichment Program Salaries for 3 positions - BM x3	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270 229,286	KK
ГВD 378 700 ГВD 116 114 102 301 ГВD ГВD ГВD ГВD ГВD ГВD ГВD ГВD	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application  Destination Management Application  Destination Management Application  Destination Management and Community Salaries  Regenerative Tourism Development (RD)  Kukulu Ola  Community Tourism Collaborative  Community Enrichment Program  Regenerative Tourism Development Salaries	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance Community Enrichment Program	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270	KK
BD 378 700 FBD 116 718 FBD FBD 117 201 656 701 FBD 38ED 118	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application  Destination Management Application  Destination Management Application  Destination Management and Community Salaries  Regenerative Tourism Development (RD)  Kukulu Ola  Community Tourism Collaborative  Community Enrichment Program  Regenerative Tourism Development Salaries	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance Community Enrichment Program Salaries for 3 positions - BM x3 BED117 Regenerative Tourism Development Subtotal	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270 229,286 3,762,181	KK
TBD 378 700 TBD TBD 116 014 402 601 TBD 718 TBD	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application  Destination Management Application  Destination Management Application  Destination Management and Community Salaries  Regenerative Tourism Development (RD)  Kukulu Ola  Community Tourism Collaborative  Community Enrichment Program  Regenerative Tourism Development Salaries	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina  Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance Community Enrichment Program Salaries for 3 positions - BM x3 BED117 Regenerative Tourism Development Subtotal  Tourism Fall Education Conference & Spring Update Hawaiian Culture Initiative Program - Native Hawaiian cultural	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270 229,286 3,762,181	KK
IBD 378 700 IBD 3ED 116 014 402 601 IBD	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application  Destination Management Application  Destination Management and Community Salaries  Regenerative Tourism Development (RD)  Kukulu Ola  Community Tourism Collaborative  Community Enrichment Program  Regenerative Tourism Development Salaries  Workforce Development (WD)  Hawai'i Tourism Summit  Hawaiian Culture Initiative	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'äina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kükulu Ola Technical Assistance and Quality Assurance Community Enrichment Program Salaries for 3 positions - BM x3 BED117 Regenerative Tourism Development Subtotal  Tourism Fall Education Conference & Spring Update Hawaiian Culture Initiative Program - Native Hawaiian cultural education and training program for the visitor industry workforce	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270 229,286 3,762,181	KK
BD 378 700 FBD 116 014 FBD 718 FBD FBD 117 201 656 701 FBD 656 701	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application  Destination Management Application  Destination Management and Community Salaries  Regenerative Tourism Development (RD)  Kukulu Ola  Community Tourism Collaborative  Community Enrichment Program  Regenerative Tourism Development Salaries  Workforce Development (WD)  Hawai'i Tourism Summit  Hawaiian Culture Initiative  Future Workforce Development (LEI)	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance Community Enrichment Program Salaries for 3 positions - BM x3 BED117 Regenerative Tourism Development Subtotal  Tourism Fall Education Conference & Spring Update Hawaiian Culture Initiative Program - Native Hawaiian cultural education and training program for the visitor industry workforce Future Workforce - Highschool program	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270 229,286 3,762,181	KK
BD 378 700	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application  Destination Management Application  Destination Management and Community Salaries  Regenerative Tourism Development (RD)  Kukulu Ola  Community Tourism Collaborative  Community Enrichment Program  Regenerative Tourism Development Salaries  Workforce Development (WD)  Hawai'i Tourism Summit  Hawaiian Culture Initiative	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance Community Enrichment Program Salaries for 3 positions - BM x3 BED117 Regenerative Tourism Development Subtotal  Tourism Fall Education Conference & Spring Update Hawaiian Culture Initiative Program - Native Hawaiian cultural education and training program for the visitor industry workforce Future Workforce - Highschool program Future Workforce — Ho'oilina Scholarship Program and Current	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270 229,286 3,762,181  300,000 250,000 150,000	KK
BD 378 700	TBD  UH Athletics Branding Partnership  Signature Events  Sports Salaries  Destination Stewardship and Community (DC)  Pono Travel Education Program  Kahu 'āina  Visitor Assistance Programs  Destination Management Application  Destination Management Application  Resort Area Hawaiian Cultural Initiative  Community-Based Tourism  Destination Management Application  Destination Management Application  Destination Management and Community Salaries  Regenerative Tourism Development (RD)  Kukulu Ola  Community Tourism Collaborative  Community Enrichment Program  Regenerative Tourism Development Salaries  Workforce Development (WD)  Hawai'i Tourism Summit  Hawaiian Culture Initiative  Future Workforce Development (LEI)	Opportunity Fund - Sponsorships, Sports & Signature Events Big West Conference Signature Events Salaries for 1 position - BM BED115 Sports and Signature Events Subtotal  Visitor Education Post Arrival Marketing Kahu 'āina Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i Destination Management App Recovery and Stabilization through Smart Tourism - DM App Resort Area Hawaiian Cultural Initiative Destination Management - DMAP Implementation Destination Management Implementation Smart Tourism - Destination Management App Salaries for 7 positions - CSO, DM x 5, AA  BED116 Destination Stewardship and Community Subtotal  Kūkulu Ola Technical Assistance and Quality Assurance Community Enrichment Program Salaries for 3 positions - BM x3 BED117 Regenerative Tourism Development Subtotal  Tourism Fall Education Conference & Spring Update Hawaiian Culture Initiative Program - Native Hawaiian cultural education and training program for the visitor industry workforce Future Workforce - Highschool program	1,654,525 1,500,000 167,000 1,630,766 76,934 7,318,075  964,148 784,022 650,000 1,500,000 450,000 784,022 500,000 122,154 1,550,000 619,537 7,923,883  784,022 1,682,603 1,066,270 229,286 3,762,181	KK