

Budget, Finance, Convention
Center Standing Committee
Meeting
June 24, 2024

Fiscal Year 2025 Operating Budget

HTA Fiscal Year 2025 Operating Budget Highlights

- Tourism Budget

- \$56.7M available for spending after B&F's 10% budget restriction.
- \$36.7M allocated for multi-year contracts executed in prior fiscal years.
- \$3.5M allocated for the Destination Management Application.
- \$3.1M for all program ID salaries.
- \$1.0M for all program ID administrative and governance expenditures such as travel, meetings and conventions, subscriptions and membership fees, board meeting minutes, and office expenses.

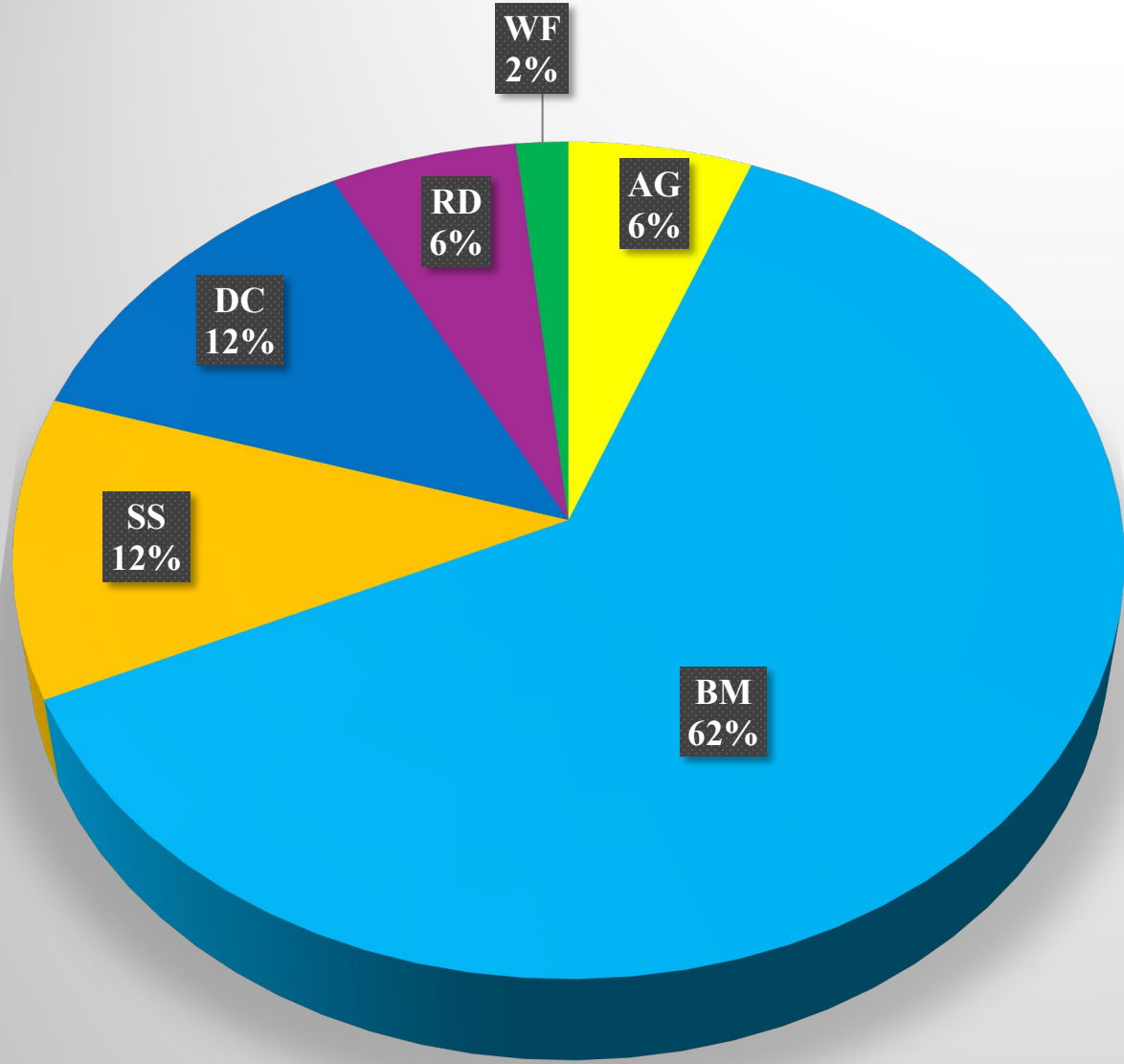
- Convention Center Budget

- \$64M appropriated in CIP funds for the HCC Roof Repair Project
- \$34M expenditure ceiling for the Convention Center Enterprise Special Fund
 - \$5.0M for operations, \$1.6M for sales and marketing, \$26.7M for repairs and maintenance, and \$700,000 for insurance.

B&F 10% Budget Restriction Explained

- 5% hard restriction – B&F will reduce HTA’s budget by \$3,150,000.
- 5% contingency restriction – B&F will reduce HTA’s budget by another \$3,150,000 but may allot the funds in fiscal year 2025 Q4.
 - Historically, B&F has not returned the 5% contingency restriction to departments and agencies since fiscal year 2019.
 - Programs should develop “trigger plans” in the event B&F returns the funds to HTA.
- B&F will allot HTA up to \$56.7M at the start of the fiscal year.
- Each budget line item in the budget will be reduced by 10%.

HTA Fiscal Year 2025 Tourism Operating Budget (\$63M)



- BED113 Administrative & Governance (AG)
\$3.7M
- BED114 Branding and Marketing (BM)
\$39.2M
- BED115 Sports and Signature Events (SS)
\$7.3M
- BED116 Dest. Stewardship and Community (DC)
\$7.9M
- BED117 Regenerative Tourism Development (RD)
\$3.8M
- BED118 Workforce Development (WD)
\$1.1M

BED113 - Administrative & Governance Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
004	Cruise Infrastructure Improvements and Arrival Exp.	Planning - Hawai'i Cruise Industry Consultant Services	89,000	25,000	8,900	55,100	DN CA IG TK
010	HTUS/HTJ Campaign Effectiveness Study	Planning - Evaluations and Campaign Effectiveness	180,000	-	18,000	162,000	
101	Community-Industry Outreach & Public Relations	Communications - Public Relations Outreach Services	250,000	-	25,000	225,000	
103	hawaiiitourismauthority.org	Communication & Outreach - HTA Web Support	25,000	-	2,500	22,500	
654	Program Evaluation	Planning - Program Evaluation	90,000	-	9,000	81,000	
901	General and Administrative	Overhead costs	844,278	-	84,428	759,850	
915	Organization-Wide	Planning - Tourism Strategic Plan Update	300,000	-	30,000	270,000	
915	Organization-Wide	Financial audit services	125,000	-	12,500	112,500	
998	Travel - Admin	Travel for all HTA Programs and board members	190,000	-	19,000	171,000	
TBD	Administrative Salaries	Salaries	1,603,382	1,603,382	160,338	(160,338)	
	BED113 Administrative & Governance Subtotal		3,696,660	1,628,382	369,666	1,698,612	

BED114 - Branding & Marketing Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
306 320	Island-Based International Marketing Island Chapters Staffing and Admin	Island Destination Brand Management & Marketing	3,200,000	-	320,000	2,880,000	DN
318 339 350	gohawaii.com Global Digital Marketing Strategy Global Market Shared Resources	Global Support Services	1,375,000	725,695	137,500	511,805	
321	US (formerly North America)	USA MMA	15,204,991	15,030,000	1,520,499	(1,345,508)	
322	Canada	Canada MMA	1,000,000	1,000,000	100,000	(100,000)	
323	Japan	Japan MMA	6,500,000	7,650,000	650,000	(1,800,000)	
324	Korea	Korea MMA	900,000	433,640	90,000	376,360	
325	Oceania	Oceania MMA	1,290,905	418,180	129,091	743,635	
326	Europe	Europe MMA	1,000,000	1,000,000	100,000	(100,000)	
380	Marketing Opportunity Fund	Other - FY 2024 Carryover USA, MCI, Other Markets	296,815	-	29,682	267,134	
TBD	TBD	Market Support for Travel Missions	83,333	-	8,333	75,000	
TBD	TBD	Korea RFP Transition	55,556	-	5,556	50,000	
TBD	TBD	Japan Incremental Budget	594,444	-	59,444	535,000	
TBD	TBD	USA Incremental Fall Activation	1,666,667	-	166,667	1,500,000	
317, 319, 331	Convention Center Sales & Marketing - City Wide; MCI MFF; Meetings, Convention & Incentives	Global MCI	5,500,000	4,175,000	550,000	775,000	
TBD	Branding Salaries	Salaries for 5 positions	581,490	581,490	58,149	(58,149)	
		BED114 Branding Subtotal	39,249,201	31,014,005	3,924,920	4,310,276	

BED115 - Sports and Signature Events Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
312	PGA Tour Contracts	PGA	2,038,850	-	203,885	1,834,965	DN KK
343	LPGA	LPGA	250,000	-	25,000	225,000	
346	Sport Opportunity Fund	Sports Opportunities	1,654,525	-	165,453	1,489,073	
TBD	TBD	Opportunity Fund - Sponsorships, Sports & Signature Events	1,500,000	-	150,000	1,350,000	
378	UH Athletics Branding Partnership	Big West Conference	167,000	167,000	16,700	(16,700)	
700	Signature Events	Signature Events	1,630,766	583,000	163,077	884,689	
TBD	Sports Salaries	Salaries for 1 position - BM	76,934	76,934	7,693	(7,693)	
		BED115 Sports and Signature Events Subtotal	7,318,075	826,934	731,808	5,759,334	

BED116 - Destination Stewardship and Community Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
014	Pono Travel Education Program	Visitor Education Post Arrival Marketing	964,148	399,092	96,415	468,641	KK
402	Kahu ‘āina	Kahu ‘āina	784,022	313,000	78,402	392,620	
601	Visitor Assistance Programs (VAP)	VAP for O‘ahu, Maui, Kaua‘i, Hawai‘i	650,000	90,000	65,000	495,000	
TBD	Destination Management Application	Destination Management App	1,500,000	-	150,000	1,350,000	
TBD	Destination Management Application	Recovery and Stabilization through Smart Tourism - DM App	450,000	-	45,000	405,000	
718	Resort Area Hawaiian Cultural Initiative	Resort Area Hawaiian Cultural Initiative	784,022	313,000	78,402	392,620	
TBD	Community-Based Tourism	Destination Management - DMAP Implementation	500,000	-	50,000	450,000	
TBD	Community-Based Tourism	Destination Management Implementation	122,154	-	12,215	109,939	
TBD	Destination Management Application	Smart Tourism - Destination Management App	1,550,000	-	155,000	1,395,000	
TBD	Destination Management and Community Salaries	Salaries for 7 positions - CSO, DM x 5, AA	619,537	619,537	61,954	(61,954)	
		BED116 Destination Stewardship and Community Subtotal	7,923,883	1,734,629	792,388	5,396,866	

BED117 - Regenerative Tourism Development Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
201	Kukulu Ola	Kūkulu Ola	784,022	313,000	78,402	392,620	KK
656	Community Tourism Collaborative	Technical Assistance and Quality Assurance	1,682,603	914,449	168,260	599,894	
701	Community Enrichment Program	Community Enrichment Program	1,066,270	63,000	106,627	896,643	
TBD	Regenerative Tourism Development Salaries	Salaries for 3 positions - BM x3	229,286	229,286	22,929	(22,929)	
		BED117 Regenerative Tourism Development Subtotal	3,762,181	1,519,735	376,218	1,866,228	

BED118 - Workforce Development Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
102	Hawai'i Tourism Summit	Tourism Fall Education Conference & Spring	300,000	-	30,000	270,000	CA
202	Hawaiian Culture Initiative	Hawaiian Culture Initiative Program - Native Hawaiian cultural education and training program for the visitor industry workforce	250,000	-	25,000	225,000	
803	Future Workforce Development (LEI)	Future Workforce - Highschool program	150,000	-	15,000	135,000	
805	Scholarship Program	Future Workforce — Ho‘oilina Scholarship Program and Current Workforce Trainings	350,000	-	35,000	315,000	
		BED118 Workforce Development Subtotal	1,050,000	-	105,000	945,000	