

HTA Operating Budget Fiscal Year 2025

Budget, Finance, and Convention Center

Standing Committee Meeting

July 16, 2024

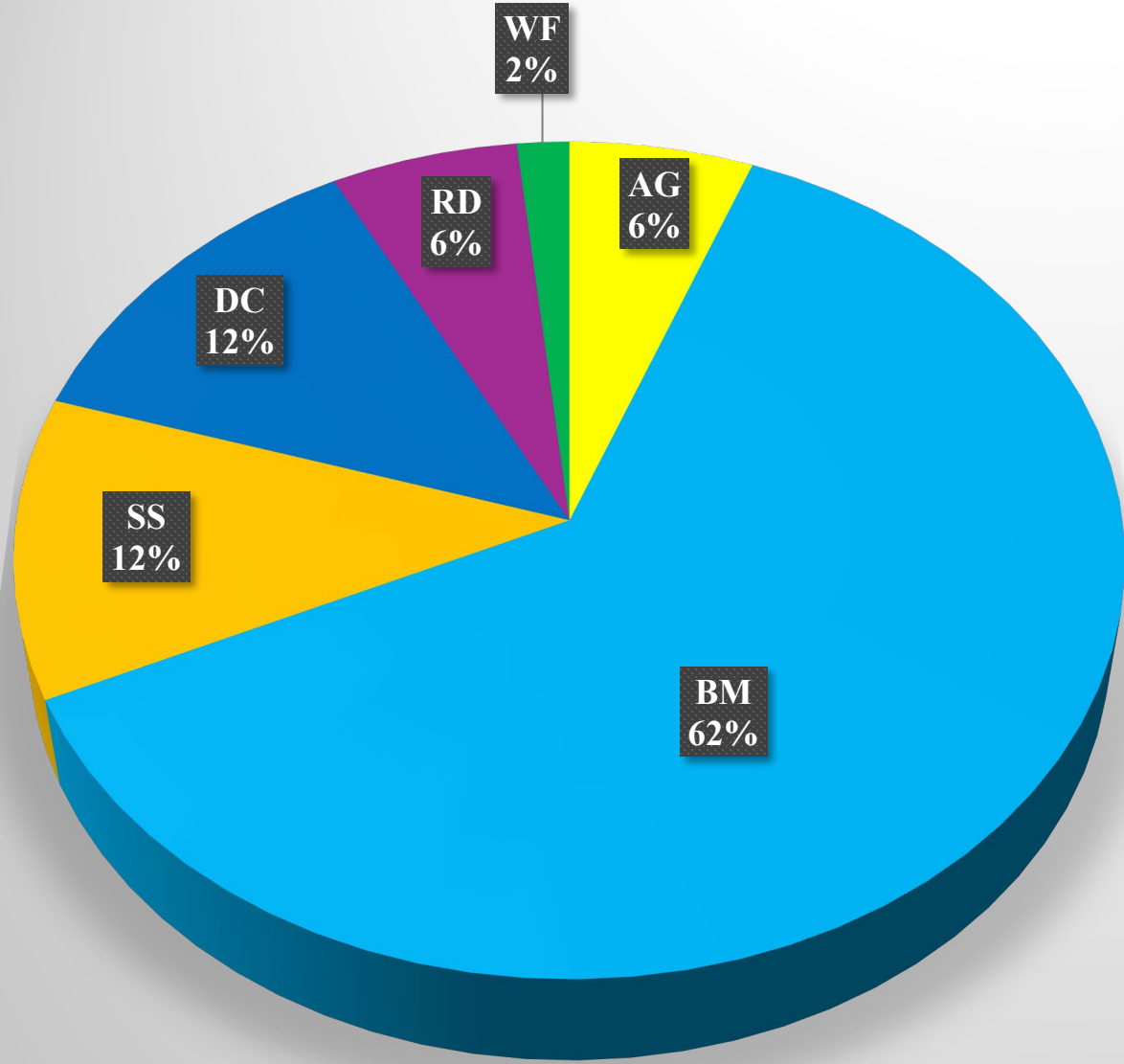
B&F 10% Budget Restriction Explained

- 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 Budget Summary

Description	FY 2025 Budget	B&F 10% Restriction	Budget After 10% Restriction
BED113 Administrative & Governance	3,696,660	(369,666)	3,326,994
BED114 Branding	39,249,201	(3,924,920)	35,324,281
BED115 Sports and Signature Events	7,318,075	(731,808)	6,586,268
BED116 Destination Stewardship and Community	7,923,883	(792,388)	7,131,495
BED117 Regenerative Tourism Development	3,762,181	(376,218)	3,385,963
BED118 Workforce Development	1,050,000	(105,000)	945,000
Total	63,000,000	(6,300,000)	56,700,000

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	B&F 10% Restriction	Budget After 10% Restriction
004	Cruise Infrastructure Improvements and Arrival Exp.	Planning - Hawai'i Cruise Industry Consultant Services	89,000	(8,900)	80,100
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	hawaiitourismauthority.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	(160,338)	1,443,044
BED113 Administrative & Governance Subtotal			3,696,660	(369,666)	3,326,994

BED114 - Branding & Marketing Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	B&F 10% Restriction	Budget After 10% Restriction
306 320	Island-Based International Marketing Island Chapters Staffing and Admin	Island Destination Brand Management & Marketing	3,200,000	(320,000)	2,880,000
318 339 350	gohawaii.com Global Digital Marketing Strategy Global Market Shared Resources	Global Support Services	1,375,000	(137,500)	1,237,500
321	US (formerly North America)	USA MMA	15,204,991	(1,520,499)	13,684,492
322	Canada	Canada MMA	1,000,000	(100,000)	900,000
323	Japan	Japan MMA	6,500,000	(650,000)	5,850,000
324	Korea	Korea MMA	900,000	(90,000)	810,000
325	Oceania	Oceania MMA	1,290,905	(129,091)	1,161,815
326	Europe	Europe MMA	1,000,000	(100,000)	900,000
TBD	TBD	USA MMA, MCI, and Other Markets - unassigned	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	(550,000)	4,950,000
TBD	Branding Salaries	Salaries for 5 positions	581,490	(58,149)	523,341
		BED114 Branding Subtotal	39,249,201	(3,924,920)	35,324,281

BED115 - Sports and Signature Events Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	B&F 10% Restriction	Budget After 10% Restriction
312	PGA Tour Contracts	PGA	2,038,850	(203,885)	1,834,965
343	LPGA	LPGA	250,000	(25,000)	225,000
TBD	TBD	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	(16,700)	150,300
700	Signature Events	Signature Events	1,630,766	(163,077)	1,467,689
TBD	Sports Salaries	Salaries for 1 position - BM	76,934	(7,693)	69,241
		BED115 Sports and Signature Events Subtotal	7,318,075	(731,808)	6,586,268

BED116 - Destination Stewardship and Community Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	B&F 10% Restriction	Budget After 10% Restriction
014	Pono Travel Education Program	Visitor Education Post Arrival Marketing	964,148	(96,415)	867,733
402	Kahu 'āina	Kahu 'āina	784,022	(78,402)	705,620
601	Visitor Assistance Programs (VAP)	VAP for O‘ahu, Maui, Kaua‘i, Hawai‘i	650,000	(65,000)	585,000
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	(78,402)	705,620
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	(61,954)	557,583
		BED116 Destination Stewardship and Community Subtotal	7,923,883	(792,388)	7,131,495

BED117 - Regenerative Tourism Development Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	B&F 10% Restriction	Budget After 10% Restriction
201	Kukulu Ola	Kūkulu Ola	784,022	(78,402)	705,620
656	Community Tourism Collaborative	Technical Assistance and Quality Assurance	1,682,603	(168,260)	1,514,343
701	Community Enrichment Program	Community Enrichment Program	1,066,270	(106,627)	959,643
TBD	Regenerative Tourism Development Salaries	Salaries for 3 positions - BM x3	229,286	(22,929)	206,357
		BED117 Regenerative Tourism Development Subtotal	3,762,181	(376,218)	3,385,963

BED118 - Workforce Development Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	B&F 10% Restriction	Budget After 10% Restriction
102	Hawai'i Tourism Summit	Tourism Fall Education Conference & Spring	300,000	(30,000)	270,000
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

HCC Fiscal Year 2025 Budget Highlights

- Convention Center Budget
 - \$64M appropriated in CIP funds for the HCC Roof Repair Project
 - \$34M expenditure ceiling for the Convention Center Enterprise Special Fund
 - \$5,660,000 for operations
 - \$1,591,836 for sales and marketing
 - \$26,748,164 for repairs and maintenance (\$20,000,000 is non-recurring)
 - \$700,000 for insurance.