



**KA HĀLĀWAI KŪMAU A KE KŌMIKE ALOWELO  
KE'ENA KULEANA HO'OKIPA O HAWAI'I**

**BRANDING STANDING COMMITTEE MEETING  
HAWAI'I TOURISM AUTHORITY**

**HĀLĀWAI KELEKA'A'IKE  
VIRTUAL MEETING**

*Pō'akahi, 19 'Aukake 2024, 2:30 p.m.*  
**Monday, August 19, 2024 at 2:30 p.m.**

*E ho'olele 'iwa 'ia ka hālāwai ma o ka Zoom.* Meeting will be live streaming via Zoom.

**<https://us06web.zoom.us/j/89269380442>**

*E noi 'ia paha 'oe e kāinoa me kou inoa a leka uila paha. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake.*

**You may be asked to enter your name or email. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous.**

**Kelepona / Call In: 16694449171  
Helu Hālāwai / Webinar ID: 892 6938 0442**

*Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."*

**Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.**

*E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma [carole@gohta.net](mailto:carole@gohta.net), a i 'ole, e lawe kino 'ia i ke ke'ena. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai ('elua lā ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ke kōmike a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai.*

**Written testimony received ahead of the preparation of the committee packet will be included in the packet. Email written testimony to Carole Hagihara-Loo at [Carole@gohta.net](mailto:Carole@gohta.net) or hand-deliver or send via postal mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1<sup>st</sup> Floor, Honolulu, HI 96815. Written testimony received after the issuance of the committee packet (two business days prior to the meeting) will be distributed to the committee and available for public inspection at the meeting.**

## AGENDA

1. *Ho'omaka a Wehena*  
**Call to Order and Opening Protocol**
2. *Kikolā*  
**Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic**
3. *Wehena*  
**Opening Protocol**
4. *Hō'ike'ike a Kūkā no ka Nūhou no nā Hālāwai, Kikowaena, Papahana Mākeke, a me nā Hana o ke Kikowaena Hālāwai o Hawai'i a me nā Loa'a Kūloko*  
**Presentation and/or Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales with Meet Hawai'i**
5. *Hō'ike'ike a Kūkā no nā Hanana Hā'uki a me ke Kūkulu Hokona e Pili Pū ana*  
**Presentation, Discussion and Action on Sports Opportunities for FY25**
6. *Hō'ike'ike a Kūkā no ka Pilina o ka Mālama 'Āina Ho'okipa i ka Hokona Alowelo*  
**Presentation and/or Discussion Regarding Destination Management Application and Relation to Branding and Marketing**
7. *Hō'ike'ike, Kūkā, a Ho'oholo no ka Mo'ohelu Kālā Hokona Alowelo FY26-27*  
**Presentation, Discussion, and Action on Proposed Fiscal Year 2026 and 2027 Hawai'i Tourism Authority Operating Budget for Branding and Marketing (BED114) and Related Strategy and Planning**
8. *Ho'oku'u*  
**Adjournment**

\*\*\* *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai i ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

\*\*\* **Executive Session:** The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be

involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

*Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ehā lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e like me ka mea pono.*

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or [carole@gohta.net](mailto:carole@gohta.net) as soon as possible, preferably no later than 4 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in alternative/**accessible** formats.

*E like nō me ka 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahelu mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ka Hale 'Aha. 'O 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815 ka helu wahi.*

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawai'i Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815.

# **5**

## **Presentation, Discussion and Action on Sports Opportunities for FY25**



**STAFF REPORT TO THE BOARD OF DIRECTORS**

**Prepared by: Kalani Kaanaana, Trishia Mendoza**

August 14, 2024

**REPORT:**

Agenda #5: Presentation, Discussion, and Action on Sports Opportunities for FY25

HTA Staff is recommending several sports partnerships for Board approval. The request is detailed below, and additional information for each partnership is included as an attachment to this staff report.

This report also includes other sports partnerships HTA supports through its Signature Events and Community Enrichment Programs that have occurred or will occur in 2024.

Next, the HTA staff recommends hiring a sports consultant to support the development of a revised sports strategy, prospect new partnerships in alignment with that strategy, and support fulfillment of the agreements entered into as part of the scope.

Lastly, to reiterate our existing Board approved Sports Strategy, these partnerships should:

- “Take the lead in protecting and enhancing Hawai‘i’s globally competitive brand in a way that is coordinated, authentic, and market-appropriate.”
- To take more of a partnership-focused approach over the next three years rather than a traditional event strategy.
- Clearly identify pillars of partnerships and the metrics by which they will be evaluated
- Currently do not have the facilities to compete for high-profile events as in years past
- Incorporate more international partnerships to broaden our portfolio while achieving our mandate to generate a positive economic return by teaching target visitors through their preexisting affinity for local-market leagues and teams
- Align the Hawaiian Islands with the most popular team in our key source markets to allow us to stay front of mind for new and returning travelers

**FACTS:**

**Staff Recommended Opportunities in FY2025 for Board Approval:**

\*All pending SPO Approval

<b><u>Partnership</u></b>	<b><u>Amount</u></b>	<b><u>Procurement Method</u></b>
Los Angeles Clippers	\$750,000	Procurement Exemption

PGA Tour Events	\$2,038,850	Procurement Exemption
LPGA Lotte Championship	\$250,000	Procurement Exemption
World Surf League	\$300,000	Procurement Exemption
UH- Big West Tournament Partnership	\$167,000	CON 24003 Ends 12/31/26
HTA Sports Consultant	\$100,000	RFQ
<b>TOTAL:</b>	<b>\$3,605,850</b>	

**Other HTA-Supported Sports Events in CY2024:**

\*Administered by Kilohana and not needing HTA Board Approval

<u>Partnership</u>	<u>Amount</u>	<u>Procurement Method</u>
Honolulu Marathon	\$250,000	RFP – Signature Events
2024 VinFast IRONMAN	\$300,000	RFP – Signature Events
Polynesian Football Hall of Fame	\$155,000	RFP – Signature Events
Maui Invitational	\$230,000	RFP – Signature Events
Diamond Head Classic & Hawai‘i Bowl	\$175,000	RFP – Signature Events
Nā Wāhine O Ke Kai Canoe Race	\$100,000	RFP – Signature Events
Moloka‘i Hoe Canoe Race	\$100,000	RFP – Signature Events
2024 International Va‘a Federation World Sprints Championships	\$75,000	RFP – Signature Events
The EDDIE Big Wave Invitational in Memory of Eddie Aikau	\$50,000	RFP – Signature Events *Event did not run, Funds Returned
2024 Duke Kahanamoku Ocean Festival	\$65,000	RFP – Signature Events
Moloka‘i Holokai Ho‘olaule‘a	\$25,000	RFP – Statewide CEP *Moloka‘i, Maui
6 <sup>th</sup> Annual Garden Island Boogie Board Classic & 16 <sup>th</sup> Annual Hubb Keiki Fest	\$23,000	RFP – Statewide CEP *Kaua‘i, O‘ahu
2024 Kaua‘i Marathon and Half Marathon	\$40,000	RFP – Kaua‘i CEP
AccessSurf’s Hawai‘i Adaptive Surfing Championships	\$40,000	RFP – O‘ahu CEP
Annual Maui Marathon and Half Marathon	\$30,000	RFP – Maui CEP
2024 Hawaiian International Billfish Tournament	\$25,000	RFP – Hawai‘i Island CEP *Cancelled Event, Funds Returned
Queen Lili‘uokalani Canoe Race	\$25,000	RFP – Hawai‘i Island CEP

3rd Annual King Kamehameha's Awesome Athletes Inclusive Canoe Race	\$25,000	RFP – Hawai'i Island CEP
<b>TOTAL:</b>	<b>\$1,733,000</b>	

- Summary:
  - 2024 Signature Events: 10 Events, \$1,500,000
  - 2024 Community Enrichment Program Events: 8 Events, \$233,000

**BUDGET IMPLICATIONS:**

- The proposed expenditures are within the legislatively approved FY25 Budget from BED115.
- The 10% restriction from B&F to all BLIs of BED115 will be accounted for from the Sports Opportunity Fund (BLI 346, \$1,500,00), including Signature Events. The table below reflects this reduction, hence the \$768,19 that is available for partnerships.
- If approved, the proposed expenditures would be accounted for in their appropriate BLIs, which are also listed below. This allows us to accurately track the amounts we have spent on each over time.
- Below are the details of budget implications by BLI:

<b><u>BLI</u></b>	<b><u>BLI Title</u></b>	<b><u>FY 25 Budget Amount Available</u></b>	<b><u>Proposed Expenditures</u></b>	<b><u>Budget Remaining</u></b>
312	PGA Tour Contracts	\$2,038,850	\$2,038,850	-
343	LPGA Lotte Championship	\$250,000	\$250,000	-
378	UH Big West Partnership	\$167,000	\$167,000	-
346	Sports Opportunities World Surf League - \$300,000 BLI 374  LA Clippers - \$750,000 BLI 376	\$1,654,525	\$1,050,000	\$604,525
346	Sports Opportunity Fund (Reduced \$1,500,000 budget by 10% B&F Restriction for all BED115 BLIs - \$731,808)  Sports Consultant - \$100,000	\$768,192	\$100,000	\$668,192
	<b>TOTAL:</b>	<b>\$4,878,567</b>	<b>\$3,605,850</b>	<b>\$1,272,717</b>

**RECOMMENDATIONS:**

- The HTA Board of Directors approves the expenditure in the amount of \$3,605,850 in FY25 funds from the corresponding Budget Line Items (BLI) for the programs noted below:

<b><u>Partnership</u></b>	<b><u>Amount</u></b>	<b><u>BLI</u></b>
2024 HTA x LA Clippers	\$750,000	376
2024 PGA Tour Events	\$2,038,850	312
LPGA Lotte Championship	\$250,000	343
World Surf League	\$300,000	374
UH- Big West Tournament Partnership	\$167,000	378
HTA Sports Consultant	\$100,000	346
<b>TOTAL:</b>	<b>\$3,605,850</b>	