



STAFF REPORT TO THE BOARD

September 12, 2024

REQUEST: To define the use of BED 116 and the budgeted line item – Destination Management – DMAP (Destination Management Action Plans) Implementation.

FACTS:

1. Governor Green signed Act 230 (2024), which is the state’s FY 2025 budget. This Act identified program ID, BED 116 – Destination Stewardship and Community which specifically allocates \$500,000 towards Destination Management Action Plan (DMAP) Implementation.
2. In order to start DMAP implementation, activities such as information gathering, providing opportunities for visitor industry and community stakeholders input, facilitation of meetings, and development of 6 destination management action plans is required.
3. This is in alignment with Act 225 (2024) which requires HTA to develop DMAPs for each county and perform specific actions in each plan, provided that the “execution of each destination management action plan shall be dependent on the cooperation and participation of the applicable state or county agency or an advisory group established pursuant to section 201B-13.”
4. HTA Board’s Ho‘okahua Hawai‘i Committee and Budget, Finance and Convention Center Committee approved for the use of the funds for planning activities on September 12, 2024.

BUDGET IMPLICATIONS: \$400,000.00 from BED 116 – Destination Management – DMAP Implementation.

RECOMMENDATION: Staff recommends approval of \$400,000 towards activities as described in item 2.