



For Immediate Release: December 12, 2024  
HTA Release (24-31)

## **Hawai'i Tourism Authority Partnerships Focus on Natural Resources, Culture, Festivals and Signature Events**

*Nearly \$3 million to support 105 community projects, programs and events statewide in the first six months of 2025*

**HONOLULU** – The Hawai'i Tourism Authority (HTA) has announced its upcoming community partnerships focused on natural resources, cultural initiatives, festivals and signature events. HTA is reinvesting nearly \$3 million in partnerships with 105 community-based organizations, projects, programs and events taking place across Hawai'i from January 1 to June 30, 2025.

“Through these collaborations, we are making key investments in the community to preserve our multi-ethnic cultures, protect our environment and create meaningful experiences,” said Mufi Hannemann, HTA’s board chair. “As a result, tourism not only supports our residents but also enhances the visitor experience by fostering authentic connections with Hawai'i’s people and places.”

HTA is working with Kilohana to administer the partnerships through five key programs: Kahu 'Āina, Kūkulu Ola, Ho'okipa Malihini Initiative, Community Enrichment, and Signature Events.

Proposals were reviewed by evaluation committees with representatives of each island. Criteria included demonstrating how the proposed initiative aligns with the state’s Aloha+ Challenge and 'Āina Aloha Economic Futures principles which HTA remains committed to advancing.

In alignment with the state’s fiscal year, another solicitation for these programs will be held in early 2025 for projects and events occurring from July 1, 2025 to <sup>[REDACTED]</sup> June 30, 2026.

“Tourism serves our communities in various ways, and HTA plays a key role in channeling its benefits into programs, projects and events that our residents desire,” said Daniel Nāho'opi'i, HTA’s interim president and CEO. “We look forward to collaborating closely with these dedicated organizations and practitioners as they carry out their important work on each island.”

The programs complement HTA’s initiatives to address the community’s needs, strengthen career pathways and workforce development in Hawai'i’s visitor industry, assist nonprofits and small businesses with capacity-building tools to improve their ability to engage in tourism, and provide organizations with foundational technical assistance training.

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## JANUARY-JUNE 2025 KAHU 'ĀINA PROGRAM

HTA's Kahu 'Āina program supports responsible community-based entities with an emphasis on 'āina-kanaka (land-human) relationships and knowledge that manage, preserve and regenerate Hawai'i's natural resources. Through the Kahu 'Āina program, HTA is reinvesting \$500,000 in the following 16 community groups and projects from January to June 2025.

| Project/Program  | Organization                         | Island(s)                             |
|--|--------------------------------------|---------------------------------------|
| <b>Statewide/Multiple Islands</b>                                  |                                      |                                       |
| Kupu 'Āina Corps and Nā Manu 'Elele                                | Kupu                                 | Statewide (All Islands except Lāna'i) |
| Niu NOW  | Pu'uhonua Society                    | Statewide                             |
| <b>Hawai'i Island</b>  |                                      |                                       |
| Kipa Waikōloa  | Waikōloa Dry Forest Initiative, Inc. | Hawai'i Island                        |
| Kūmokuhāli'i Niaulani  | Volcano Art Center                   | Hawai'i Island                        |
| <b>Maui</b>  |                                      |                                       |
| Auwahi - Connecting People and 'Āina in Challenging Times          | Auwahi Forest Restoration Project    | Maui                                  |
| <b>Moloka'i</b>  |                                      |                                       |
| Kahu Ho'īlina - Environmental Stewardship                          | KHM International                    | Moloka'i                              |
| <b>O'ahu</b>   |                                      |                                       |
| Aloha 'Āina  | YMCA of Honolulu                     | O'ahu                                 |
| Kōkua Learning Farm  | Kōkua Hawai'i Foundation             | O'ahu                                 |
| Komo I Ka 'Āina  | Kauluakalana                         | O'ahu                                 |
| Kuilei Cliffs Restoration  | Kuilei Cliffs                        | O'ahu                                 |
| Kūkulu 'Āina & Community at Maunawila Heiau Complex                | Hawai'i Land Trust                   | O'ahu                                 |
| Mālama Pia Valley  | Protect & Preserve Hawai'i           | O'ahu                                 |
| Native Roots: Biodiversity Restoration at Kalaeloa Beach           | 808 Cleanups                         | O'ahu                                 |
| Stewardship and Conservation of Hawai'i's Protected Marine Animals | Hawai'i Marine Animal Response       | O'ahu                                 |
| Waimea Valley Voluntourism   | Hi'ipaka, LLC                        | O'ahu                                 |
| <b>Kaua'i</b>  |                                      |                                       |
| Downtown Līhu'e Native Plant Revitalization                        | Rice Street Business Association     | Kaua'i                                |

## JANUARY-JUNE 2025 KŪKULU OLA PROGRAM

HTA's Kūkulu Ola program supports community-based awardees that enhance, strengthen and perpetuate Hawaiian culture through genuine experiences for residents and visitors. Through the Kūkulu Ola program, HTA is reinvesting \$500,000 in the following 21 nonprofit organizations, events and cultural practitioners from January to June 2025.

| Project/Program  | Organization  | Island(s)                                     |
|--|---|---|
| <b>Statewide/Multiple Islands</b>  |   |   |
| E Ola E Nā Ki'i E, Traditional Hawaiian Puppetry                                 | Hula Preservation Society   | Hawai'i Island, Maui, O'ahu, Kaua'i           |
| Mahina 'Ōlelo Hawai'i  | Kaua'i Council of the Association of Hawaiian Civic Clubs Moku o Manokalanipō | Hawai'i Island, Maui, O'ahu, Kaua'i, Moloka'i |
| <b>Hawai'i Island</b>  |   |   |
| Ho'ōla Ka Makana'ā o Ka'ūpūlehu  | Hawai'i Forest Institute  | Hawai'i Island                                |
| Hula Arts at Kīlauea 2025  | Volcano Art Center  | Hawai'i Island                                |
| Imu Mea'ai   | Men of PA'A   | Hawai'i Island                                |
| Kohala Kamehameha Day Celebration  | North Kohala Community Resource Center  | Hawai'i Island                                |
| Nā Kama O Kālai Wa'a   | Hawai'i Science and Technology Museum   | Hawai'i Island                                |
| <b>Maui</b>  |   |   |
| Restoring Loko I'a Kalo and Lo'i Kalo at Waihe'e Coastal Dunes & Wetlands Refuge | Hawai'i Land Trust  | Maui  |
| Sea to Summit  | Makoa Quest, Inc.   | Maui  |
| <b>Moloka'i</b>  |   |   |
| Māhuaola o Moloka'i  | KHM International   | Moloka'i                                      |
| <b>O'ahu</b>   |   |   |
| 2025 OHCRA Race Production Program   | O'ahu Hawaiian Canoe Racing Association Hawai'i                               | O'ahu   |
| Celebrating Hawaiian Culture Through Authentic Place-Based Experiences           | Mānoa Heritage Center   | O'ahu   |
| Ka 'Aha Hula I Waimea  | Hi'ipaka, LLC   | O'ahu   |
| Ka'apuni O Waimea  | Hi'ipaka, LLC   | O'ahu   |
| Kama'āina Sunday - March-June 2025   | The Friends of 'Iolani Palace   | O'ahu   |
| Ke Kula Kapa O Waimānalo   | Waimānalo Canoe Club  | O'ahu   |
| Keanahala: A Place for Hala  | Pu'uhonua Society   | O'ahu   |
| Kīpuka   | Pu'uhonua Society   | O'ahu   |
| Ulu A'e Kaiāulu  | Ulu A'e Learning Center   | O'ahu   |
| <b>Kaua'i</b>  |   |   |
| In Celebration of Mu'umu'u Month   | Kaua'i Historical Society   | Kaua'i  |
| Mālie Foundation - January-June 2025   | Mālie Foundation  | Kaua'i  |

### JANUARY-JUNE 2025 HO'OKIPA MALIHINI INITIATIVE

HTA's Ho'okipa Malihini Initiative provides support to cultural practitioners and musicians presenting culturally appropriate greetings and experiences in resort areas. Through the Ho'okipa Malihini Initiative, HTA is reinvesting \$195,000 in the following five community groups, musicians and practitioners from January to June 2025.

| Program  | Organization                              | Island(s) |
|--|---|-----------|
| <b>Maui</b>  |   |           |
| Maui Ola: Cultural Practitioner Initiative         | Kāhuli Leo Le'a                           | Maui      |
| <b>O'ahu</b>                                       |   |           |
| Hot Kūpuna Nights                                  | Hawaiian Music Perpetuation Society, Inc. | O'ahu     |
| Kūhiō Beach Hula 2025                              | Aloha Festivals                           | O'ahu     |
| The Return of Kapaemahu Hula Mound Performances    | Nā Lei Hulu I Ka Wēkiu                    | O'ahu     |
| Waikīkī By Moonlight (Formerly Nani Nō 'O Waikīkī) | Hawaiian Music Perpetuation Society, Inc. | O'ahu     |

### JANUARY-JUNE 2025 COMMUNITY ENRICHMENT PROGRAM

HTA's Community Enrichment program supports unique, authentic and highly valued visitor-related experiences. It represents activities that are developed by the community, for the community, and are things the community is willing to and wants to share with visitors. Through the Community Enrichment program, HTA is reinvesting nearly \$1 million in the following 55 community-based events, festivals and experiences from January to June 2025.

| Event/Project  | Organization                        | Island(s)                               |
|--|-------------------------------------|---|
| <b>Statewide/Multiple Islands</b>  |                                     |   |
| Moloka'i Prince Kūhiō Celebration 2025                                       | Ho'olehua Homesteaders Association  | Maui, Moloka'i                          |
| 2025 Prince Kūhiō Parade & Celebration                                       | Association of Hawaiian Civic Clubs | O'ahu, Hawai'i Island, Moloka'i, Kaua'i |
| Voluntourism Month Hawai'i 2025  | Kanu Hawai'i                        | O'ahu, Kaua'i                           |
| Queen Lili'uokalani Keiki Hula Festival                                      | Kalihi-Pālama Culture & Arts        | O'ahu, Kaua'i, Hawai'i Island, Maui     |
| <b>Hawai'i Island</b>  |                                     |   |
| Beyond the Beaches: An Island Science Lecture Series                         | Hawai'i Keiki Museum                | Hawai'i Island                          |
| Cacao & Culinary Fusion: Big Island Chocolate Festival 2025 - Savor Tomorrow | Kona Cacao Association, Inc.        | Hawai'i Island                          |

|  |   |                |
|--|---|----------------|
| Celebration of Life - Lantern Floating Memorial                      | Hawai'i Care Choices  | Hawai'i Island |
| Hale Hālāwai O Puna  | Pāhoa Lava Zone Museum  | Hawai'i Island |
| Hawai'i Kuauli Pacific and Asia Cultural Festival                    | Hawai'i Island Pacific and Asia Cultural Celebrations           | Hawai'i Island |
| Street Eats, A Kailua Village Food Truck Festival                    | Kailua Village Business Improvement District, Inc.              | Hawai'i Island |
| That's Sew Hilo: Fashion Exhibit                                     | Zonta Club of Hilo  | Hawai'i Island |
| Wiliwili Festival  | Waikōloa Dry Forest Initiative, Inc.                            | Hawai'i Island |
| World Bee Day Fair and Educational Events - Hawai'i Island 2025      | Bird and Bee Animal Sanctuary                                   | Hawai'i Island |
| <b>Maui</b>  |   |                |
| 29th Annual East Maui Taro Festival                                  | East Maui Taro Festival   | Maui           |
| Annual Maui Marathon and Half Marathon                               | Valley Isle Road Runners, Inc.                                  | Maui           |
| Celebrating the Visual Arts of Hawai'i - Hui No'eau Exhibitions 2025 | Hui No'eau  | Maui           |
| Kī Hō'alu 2025 - Hawaiian Slack Key Guitar Maui Style                | Kī Hō'alu Foundation  | Maui           |
| Maui Pops Orchestra 2025 Concerts                                    | Maui Pops Orchestra, Inc.                                       | Maui           |
| Na Kamehameha Commemorative Pā'ū Parade & Ho'olaule'a                | Festivals of Aloha  | Maui           |
| Prince Jonah Kūhiō Kalaniana'ole Celebration Event                   | Association of Hawaiian Civic Clubs                             | Maui           |
| Prince Kūhiō Maui Ho'olaule'a  | Festivals of Aloha  | Maui           |
| Wailuku First Friday   | Festivals of Aloha  | Maui           |
| <b>Moloka'i</b>  |   |                |
| Moloka'i Educational Resource Experience                             | Moloka'i Homestead Farmers Alliance                             | Moloka'i       |
| <b>O'ahu</b>   |   |                |
| 18th Annual Waimānalo Kanikapila                                     | Nā'ālehu Theatre  | O'ahu          |
| 2025 Hawai'i Club Volleyball Championship Series                     | 7Gen Culture  | O'ahu          |
| 75th Narcissus Festival  | Chinese Chamber of Commerce Foundation                          | O'ahu          |
| 97th Annual Lei Day Celebration                                      | City and County of Honolulu, Department of Parks and Recreation | O'ahu          |
| AccesSurf Hawai'i Adaptive Surfing Championships                     | AccesSurf Hawai'i, Inc.   | O'ahu          |
| Aloha Mele 2025  | Hawai'i Theatre Center  | O'ahu          |
| Asia Pacific Dance Festival  | University of Hawai'i   | O'ahu          |
| Beethoven Festival 2025  | Hawai'i Symphony Orchestra                                      | O'ahu          |
| Cinco de Mayo  | Hispanic Chamber of Commerce Hawai'i                            | O'ahu          |
| Filipino Fiesta & Flores de Mayo 2025                                | The Filipino Community Center, Inc                              | O'ahu          |
| Great Aloha Run  | Great Aloha Run   | O'ahu          |
| Hale'iwa Metric Century and Aloha Fun Ride                           | Hawai'i Bicycling League  | O'ahu          |

|   |  |        |
|---|--|--------|
| Kapu'uola Hula Festival   | Ulu A'e Learning Center  | O'ahu  |
| May Day 2025  | Kāhuli Leo Le'a  | O'ahu  |
| Mele Hula Festival  | Kāhuli Leo Le'a  | O'ahu  |
| The Honolulu Open   | aio Foundation   | O'ahu  |
| Wahi Pana   | City and County of Honolulu Mayor's Office of Culture and the Arts | O'ahu  |
| Waialua Heritage Center   | Hale'iwa Waialua Historical Society                                | O'ahu  |
| Waimea Valley: 'Ike Waimea Exhibition   | Hi'ipaka, LLC  | O'ahu  |
| Young Entrepreneurs Marketplace   | Hawai'i Agricultural Foundation                                    | O'ahu  |
| <b>Kaua'i</b>   |  |        |
| 2025 Kaua'i Kings Parade and Ho'olaulea - Kū I Ka Māna                                    | Mālie Foundation   | Kaua'i |
| 2nd Annual Kaua'i 'Ukulele Festival   | Kala Foundation  | Kaua'i |
| Aloha Friday Art Nights   | Rice Street Business Association                                   | Kaua'i |
| Downtown Līhu'e Annual Events   | Rice Street Business Association                                   | Kaua'i |
| Downtown Līhu'e Night Markets   | Rice Street Business Association                                   | Kaua'i |
| E Kanikapila Kākou 2025   | Garden Island Arts Council   | Kaua'i |
| Kaua'i Songwriters Music Festival 2025  | Arts Kaua'i  | Kaua'i |
| Makana Training Center: Na Heihei a Ola   | Iwikua   | Kaua'i |
| Old Kapa'a Town 1st Saturday Ho'olaule'a Multicultural Celebration - January to June 2025 | Kapa'a Business Association  | Kaua'i |
| Soto Zen Bon Festival   | Kaua'i Soto Zen Temple Zenshuji                                    | Kaua'i |
| The Kaua'i Okinawan Festival  | Hui Alu, Inc.  | Kaua'i |
| Waimea Town Celebration: Heritage of Aloha  | Historic Waimea Theater and Culture Arts Center                    | Kaua'i |

### JANUARY-JUNE 2025 SIGNATURE EVENTS PROGRAM

HTA's Signature Events program supports major festivals and events that attract attendees and participants from outside the state and have extensive opportunities for national and international marketing. They include typically high-profile events that are larger in scale than those in the Community Enrichment program. These events also have a high media value (print, online and broadcast impressions). Through the Signature Events program, HTA is reinvesting \$705,000 in the following eight festivals and events happening in Hawai'i from January to June 2025.

| Event                             | Organization                    | Island(s)                   |
|-----------------------------------|---------------------------------|-----------------------------|
| <b>Statewide/Multiple Islands</b> |                                 |                             |
| Hawai'i Triennial 2025 (HT25)     | Hawai'i Contemporary            | O'ahu, Hawai'i Island, Maui |
| <b>Hawai'i Island</b>             |                                 |                             |
| Merrie Monarch Festival 2025      | Merrie Monarch Festival         | Hawai'i Island              |
| <b>O'ahu</b>                      |                                 |                             |
| 2025 42nd Pan-Pacific Festival    | Pan-Pacific Festival Foundation | O'ahu                       |

|   |                                   |       |
|---|-----------------------------------|-------|
| 2025 O'ahu King Kamehameha Celebration Lei Draping and Parade | Kala Foundation                   | O'ahu |
| 29th Honolulu Festival  | Honolulu Festival Foundation      | O'ahu |
| 48th Nā Hōkū Hanohano Awards                                  | Hawai'i Academy of Recording Arts | O'ahu |
| 7th Annual TransPacific Volleyball Championships              | 7Gen Culture                      | O'ahu |
| Polynesian Football Hall of Fame & Polynesian Bowl            | Polynesian Football Hall of Fame  | O'ahu |

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**Link to Download Images:** <https://finnpartners.box.com/s/8wor949f0l1zyr3tc6blq78inp5thnw3>

**About the Hawai'i Tourism Authority**

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit [hawaiitourismauthority.org](http://hawaiitourismauthority.org) or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#), and [X](#).

For more information, contact:

T. Ilihia Gionson  
Public Affairs Officer  
Hawai'i Tourism Authority  
[Ilihia.Gionson@gohta.net](mailto:Ilihia.Gionson@gohta.net)