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## **Hawai'i Tourism Authority Invites Applications for its Next Round of Community Partnership Programs**

*RFPs are now open for local programs supporting culture, environment, and community  
growth across Hawai'i*

**HONOLULU** – Today, the Hawai'i Tourism Authority (HTA) issued its next round of 2025 requests for proposals (RFPs) for its community partnership programs. These programs support projects that preserve Hawai'i's natural resources, perpetuate the state's Hawaiian and multicultural heritage, and enrich the community through festivals and signature events statewide. Online applications are available starting today, Feb. 10, 2025, for projects scheduled July 2025 - June 2026. Applications must be submitted through HTA's digital portal, ['Umeke, Powered by Hawai'i Tourism Authority](#), by April 1, 2025.

"HTA is proud to support programs that exemplify regenerative tourism by directing tourism's benefits back into our island communities," said Mufi Hannemann, HTA Board Chair. "These efforts protect Hawai'i's natural and cultural treasures while uplifting the people and organizations working tirelessly to sustain them."

HTA is accepting applications for the following programs:

- **Signature Events:** Invests in projects that protect and enhance Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market appropriate while also enriching our communities, supporting better relations between communities and the tourism industry, and creates positive resident-visitor interaction.
- **Community Enrichment Program (CEP):** Provides funding support to unique, authentic and highly valued visitor-related experiences, and 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.
- **Kahu 'Āina:** Focuses on supporting community initiatives that contribute to the responsible management, improvement, and protection of Hawai'i's natural resources in areas frequented by residents and visitors.
- **Kūkulu Ola:** Focuses on supporting community initiatives that contribute to protecting and enhancing the Hawaiian culture within the tourism industry.
- **Ho'okipa Malihini Initiative:** Supports Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and/or other artists in resort areas and harbors

statewide to help preserve and perpetuate Native Hawaiian culture in a way that is respectful and accurate, inviting, and educational to visitors.

“These partnerships reflect HTA’s comprehensive approach to destination stewardship,” said Daniel Nāho’opi’i, HTA’s interim president and CEO. “By funding grassroots programs and providing workforce development opportunities, we aim to foster growth and success across Hawai’i’s communities.”

Following HTA’s last round of applications in late summer 2024, nearly \$3 million in funding was awarded to 105 community-based organizations, projects, programs, and events taking place across Hawai’i from Jan. 1 to June 30, 2025.

To assist prospective applicants for this next round, HTA will host a series of virtual and in-person community information sessions focused on understanding HTA’s programs, potential funding levels, the application process, and providing tips on creating a strong application.

#### Virtual Sessions:

- Tuesday, Feb. 11, 2025 | 10 – 11:30 a.m.
- Wednesday, Feb. 26, 2025 | 5 – 6:30 p.m.

#### In-Person Sessions:

- **O’ahu: Wednesday, Feb. 12, 2025 | 2 – 3:30 p.m.**  
Kilohana Office, 680 ‘Iwilei Rd. Suite #600, Honolulu, HI 96817 (KALO Conference Room)
- **Lāna’i: Thursday, Feb. 13, 2025 | 10 – 11:30 a.m.**  
Lāna’i Youth Center, 717 Fraser Ave, Lāna’i City, HI 96763
- **Kaua’i: Tuesday, Feb. 18, 2025 | 3 – 4:30 p.m.**  
Moikeha Building (Conference Room 1 on the second floor Mohihi Room), 4444 Rice Street, Lihue, HI 96766
- **Hawai’i Island (Kona): Wednesday, Feb. 19, 2025 | 2 – 3:30 p.m.**  
West Hawai’i Civic Center, 74-5044 Keahokalole Hwy. Building G, Kailua-Kona, HI 96740 (The Community Hale)
- **Hawai’i Island (Hilo): Thursday, Feb. 20, 2025 | 2 – 3:30 p.m.**  
Department of Hawaiian Home Lands Meeting Room, 160 Baker Avenue, Hilo, HI 96720
- **Moloka’i: Friday, Feb. 21, 2025 | 5 – 6:30 p.m.**  
Mitchell Pauole Center, 90 Ainoa St, Kaunakakai, HI 96748
- **Maui: Monday, Feb. 24, 2025 | 5 – 6:30 p.m.**

Kako'o Maui Resource Center, 153 E Kamehameha Ave. Suite 101, Kahului, HI 96732

Interested applicants are encouraged to visit 'Umeke (<https://www.hawaiiancouncil.org/kilohana/>) for detailed program descriptions and application requirements.

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**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 [hawaii tourism authority.org](http://hawaii tourism authority.org) or follow @HawaiiHTA on [Facebook](#), [Instagram](#), Threads and [Twitter](#).

For more information, contact:

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