

Fiscal Year 2025 Tourism Budget

For the Period July 1, 2024 to January 31, 2025

Fiscal Year 2025 Tourism Budget

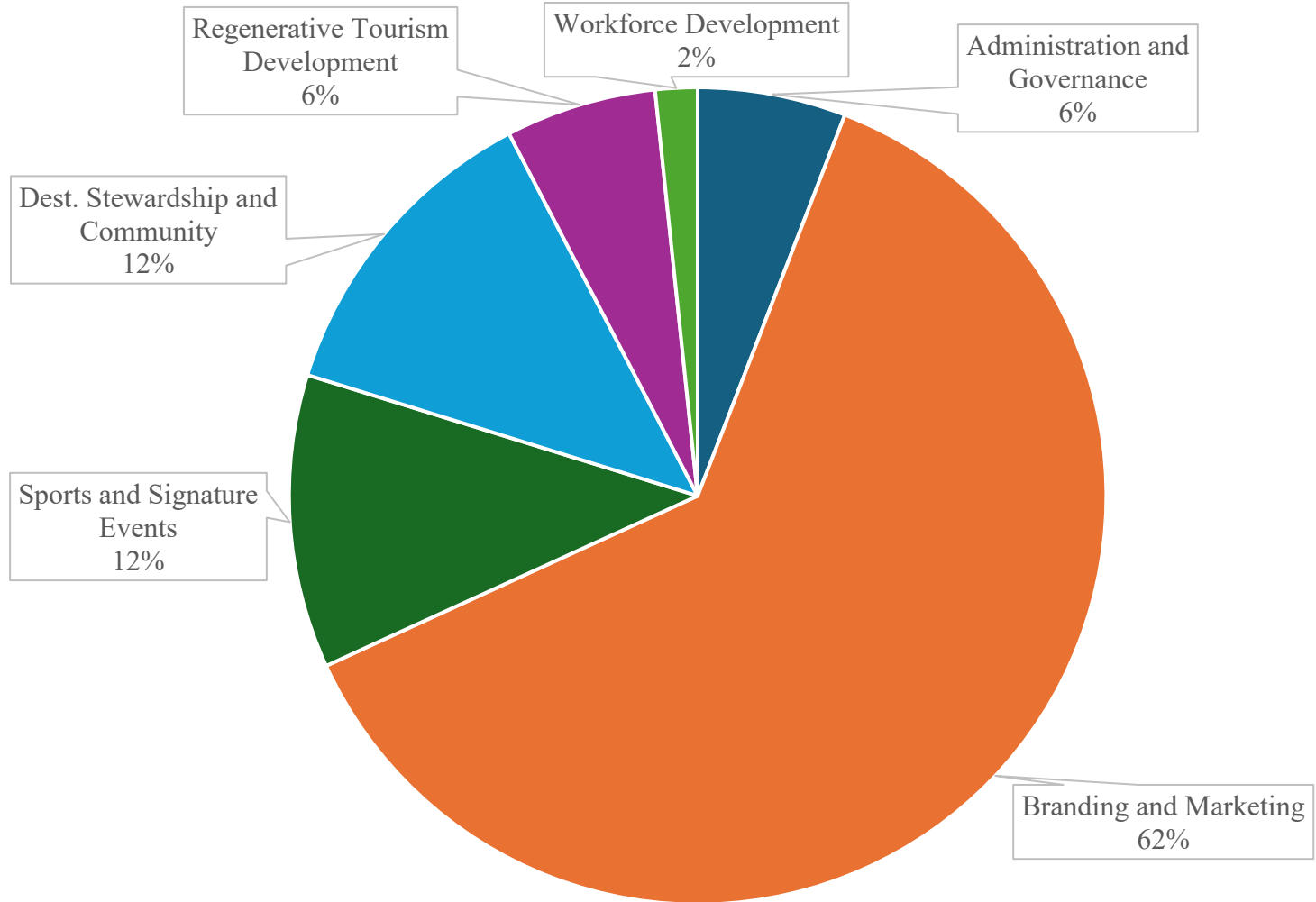
For the Period July 1, 2024 to January 31, 2025

Program Title and ID	Program ID	Paid To Date	Remaining Encumbrance To Date	Actual (Paid + Encumbrance)	Fiscal Year 2025 Budget	Budget vs. Actual
Administration and Governance	BED113	1,373,458	902,678	2,276,136	3,696,660	1,420,524
Branding and Marketing	BED114	13,453,950	20,406,689	33,860,639	39,249,201	5,388,562
Sports and Signature Events	BED115	775,000	3,253,158	4,028,158	7,318,075	3,289,917
Destination Stewardship and Community	BED116	425,504	1,156,797	1,582,301	7,923,883	6,341,582
Regenerative Tourism Development	BED117	405,710	858,775	1,264,485	3,762,181	2,497,696
Workforce Development	BED118	240,327	525,240	765,567	1,050,000	284,433
Total		16,673,949	27,103,337	43,777,286	63,000,000	19,222,714

Sports and Signature Events

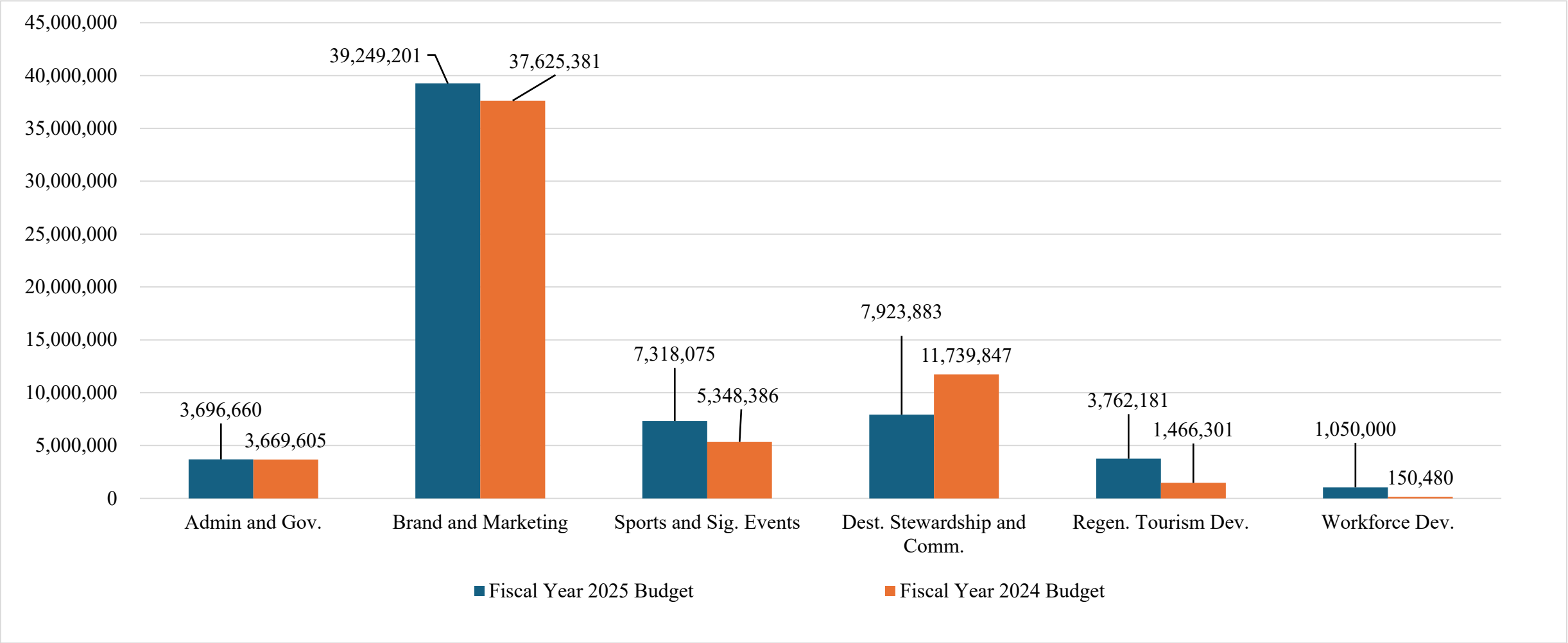
Budget Line Item	Fiscal Year 2024 Budget	Fiscal Year 2025 Budget
Basketball	500,000	750,000
College volleyball	166,000	167,000
Football	-	955,000
Golf	1,947,500	2,246,350
Salaries and overhead	76,934	808,741
Signature events	2,657,952	1,630,766
Sports opportunities - unallocated	-	460,218
Surfing	-	300,000
Total Budget	5,348,386	7,318,075

Fiscal Year 2025 Tourism Budget



- Administration and Governance
- Branding and Marketing
- Sports and Signature Events
- Dest. Stewardship and Community
- Regenerative Tourism Development
- Workforce Development

Fiscal Year 2025 vs. Fiscal Year 2024 HTA Operating Budget



Other Funds

Tourism Funds

- Fiscal Year 2024 Tourism General Funds
 - Year to Date Expenditures = \$7,860,362
 - Funds = \$364,939
 - Encumbrances = \$364,939
- Tourism Special Fund
 - Year to Date Expenditures = \$92,632
 - Cash balance = \$8,500,752
 - Encumbrances = \$732,662
- Tourism Emergency Special Fund
 - To Date Expenditures (August 2023 to January 2025) = \$4,805,851
 - For more information on emergency fund spending for the Maui tourism recovery response by HTA, see page 15 of the monthly financial statements.
- EDA-ARPA State Tourism Grant
 - Year to Date Expenditures = \$3,130,000
 - Funds = \$8,426,717
 - Encumbrances = \$5,370,345

Convention Center Funds

- Fiscal Year 2024 Convention Center General Funds
 - Funds = \$2,078,262
 - Encumbrances = \$2,078,262
- Convention Center Enterprise Special Fund
 - Year to Date Revenue = \$13,191,932 (\$11,000,000 TAT; \$1,235,696 HCC Operations; \$956,236 interest income)
 - Cash balance = \$46,101,173
 - \$34,000,000 reserved for Fiscal Year 2025 operations
 - \$11,000,000 reserved for transfer to B&F (for fiscal year 2024 HCC operations)
- Rooftop Repair Project
 - Act 248, SLH 2022 appropriated \$15,000,000 for rooftop temporary repairs.
 - Act 230, SLH 2024 appropriated \$64,000,000 for the rooftop repair project.
 - Year to Expenditures = \$1,968,278
 - Funds = \$76,025,240
 - Encumbrances = \$18,071,250