



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiitourismauthority.org

David Y. Ige
Governor

Ronald Williams
Chief Executive Officer

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HTA SELECTS 2015 PRODUCT ENRICHMENT PROGRAM (PEP) EVENTS AND ORGANIZATIONS

County Product Enrichment Program, Kūkulu Ola: Living Hawaiian Culture Program and Natural Resources Community-Based Program Awards Announced

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, announced today the selection of 156 statewide programs and events through its Product Enrichment Program (PEP) for 2015.

The PEP consists of three HTA programs: County Product Enrichment Program (CPEP), partnership with the City and County of Honolulu, and the counties of Hawai'i, Maui and Kaua'i; Kūkulu Ola: Living Hawaiian Culture Program (LHCP) and Natural Resources Community-Based Program (NRCBP) in partnership with the Hawai'i Community Foundation. There are 91 CPEP programs, 33 LHCP programs and 32 NRCBP programs statewide supported in 2015.

"Hawai'i is a destination like no other in the world and our Product Enrichment Program highlights different ways in which our community comes together to make our home a better place for both residents and visitors to enjoy," said Ronald Williams, HTA Chief Executive Officer. "These programs not only highlight the unique experiences found across the state, but also support the perpetuation of our host culture and the sustainability of our vast natural resources."

In line with the HTA's Strategic Plan to support Hawai'i's community programs and events, the goal of the PEP is to support community-based programs that enhance visitor experiences, as well as create opportunities for economic development, natural resources management, and perpetuation of the Hawaiian culture.

CPEP was created in 2002 as a partnership between the HTA and the counties to strengthen and diversify Hawai'i's tourism product and provide quality resident and visitor experiences. Through the program, the four counties receive HTA funding and other resources for tourism product enrichment activities to support projects in the niche areas of agritourism, cultural tourism, ecotourism, edutourism, health and wellness tourism, sports and technotourism in their respective counties.

The HTA's Natural Resources Program was established in 2002 to respect, enhance and maintain Hawai'i's unique natural resources and environment. From 2003, the HTA has provided at least \$1 million each year to support efforts that manage, improve and protect Hawai'i's natural environment and areas that are frequented by residents and visitors through the Community-Based Natural Resources Program.

The projects selected under the HTA's Kūkulu Ola – Living Hawaiian Culture Program address the goals and objectives identified in the Hawai'i Tourism Strategic Plan: 2005-2015 (TSP) for the Hawaiian Culture initiative. These include: strengthening the relationship between the visitor

**HTA SELECTS 2015 PRODUCT ENRICHMENT PROGRAM (PEP) EVENTS AND ORGANIZATIONS
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industry and the Hawaiian community; nurturing the Hawaiian culture by creating visitor experiences, activities and marketing programs that are respectful and accurate; and supporting Hawaiian programs and cultural practitioners, craftsmen, musicians and other artists that preserve and perpetuate the Hawaiian culture.

Additionally, the HTA continues to support other product development, natural resources and Hawaiian culture initiatives for the enhancement of Hawai'i's distinct product offerings for both visitors and residents to enjoy.

Established in 1998, the [Hawai'i Tourism Authority](#), the state's tourism agency, is responsible for strategically managing tourism to optimize benefits for Hawai'i that integrates the interest of visitors, the community and visitor industry. Tourism is the state's leading economic driver and largest employer and the HTA continually works to ensure its sustainability well into the future. For more information on the HTA, please visit www.hawaiitourismauthority.org, like HTA on [Facebook](#) page, follow HTA on [Twitter](#) (@HawaiiHTA) or subscribe to HTA's [YouTube](#) channel.

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Media Contacts:

Angela Rodriguez
Hawai'i Tourism Authority
(808) 973-2272

Dawn Hirai
Stryker Weiner & Yokota
(808) 523-8802/722-9445

Julie Kaneko
Stryker Weiner & Yokota
(808) 523-8802/469-6846

County Product Enrichment Program (CPEP)

O'AHU

Date(s)	Project Title	Organization	Website
Jan. 11 & Nov. 8, 2015	Multicultural Matsuri – New Year's 'Ohana Festival and Kodomo No Hi: Keiki Fun Fest	Japanese Cultural Center of Hawai'i	www.jcch.com
Jan. - Oct. 2015	Kanaka Ikaika Racing Association 2015 Ocean Paddle Series	Kanaka Ikaika Racing Association	www.kanakaikaika.com
Feb. 13-14, 2015	65th Narcissus Festival	Chinese Chamber of Commerce of Hawai'i	www.chinesechamber.com
Feb. 14, 2015	2015 Hawai'i Night in Chinatown Festival and Parade	DB Productions, Inc.	
Jan. - Dec. 2015	Sharing the Plantation Experience	Friends of Waipahu Cultural Garden Park	www.hawaiiplantationvillage.org
Jan. 30 & 31 and Feb. 6 & 7, 2015	Chinese New Year Festival 2015	United Chinese Community Coalition, Inc.	
Mar. 15 - Apr. 2015	Hapa Haole Hula Festival & Competition	PA'I Foundation	www.paifoundation.org
Mar.- Apr. 2015	Duke Kahanamoku Beach Challenge	Waikiki Community Center	www.waikikicomunitycenter.org
Apr. 11-12, 2015	34th Annual Hawaiian Scottish Festival & Highland Games	Hawaiian Scottish Association	www.scotshawaii.org
May 1, 2015	Lei Day Celebration	City and County of Honolulu DPR	www.honoluluparks.com
May 2, 2015	13th Annual Waikiki Spam Jam	SJ Foundation	www.spamjamhawaii.com
May 2-3, 2015	Hawai'i Book and Music Festival	Hawai'i Book and Music Festival	www.hawaiibookandmusicfestival.org
May 6-9, 2015	We Are Samoa Festival (WAS)	Polynesian Cultural Center	www.polynesia.com
May 9, 2015	23rd Annual Filipino Fiesta and Parade	The Filipino Community Center, Inc.	www.filcom.org
June 9-14, 2015	Honolulu Rainbow Film Festival	Honolulu Gay and Lesbian Cultural Foundation	www.hglcf.org
July 11, 2015	14th Annual Korean Festival	Hawai'i Korean Chamber of Commerce	www.hkccweb.org
July 11-12, 2015	2015 Hawai'i State Farm Fair	Hawai'i Farm Bureau Federation	www.hfbf.org

July 14-17, 2015	Asia Pacific Dance Festival	University of Hawai'i	www.outreach.hawaii.edu/community/asiapacific
July 19, 2015	45th Annual 'Ukulele Festival	'Ukulele Festival Hawai'i	www.ukulelefestivalhawaii.org
July 24-26, 2015	2015 Hawai'i Dragon Boat Festival Competition	DB Productions, Inc.	
July 26, 2015	Moloka'i 2 O'ahu Paddleboard World Championships	Epic Sports Foundation	
Aug. 16, 2015	33rd Annual Hawaiian Slack Key Guitar Festival	Kī-hō'alu Foundation, Inc	www.slackkeyfestival.com
Aug 22-30, 2015	Duke's OceanFest 2015	ODKF Support Inc.	www.dukesoceanfest.com
Oct. 2015	Hawai'i Chocolate Festival	Special Events Hawai'i, Inc.	www.hawaiiichocolatefestival.com
Oct. 3, 2015	15th Annual Windward Ho'olaule'a	Kāne'ohe Business Group	www.kaneohebusinessgroup.org
Oct. 3, 2015	2nd Annual Hawai'i Coffee Festival	Living Breath LLC	farmloversmarkets.com
Nov. 2015	Reebok Spartan Race Hawai'i Trifecta Weekend 2015	Spartan Race Hawai'i LLC	www.spartan.com

MAUI COUNTY

Date(s)	Project Title	Organization	Website
Jan. 1 - Dec. 31, 2015	Maui Hawaiian Village - Marketing	Hawaiian Ventures LLC dba Maui Hawaiian Village	www.mauihawaiianvillage.com
Jan. 1 –Dec. 31, 2015	Fire & Art at the Hui	Hui No'eau	www.huinoeau.com
Jan. 13 - Dec. 31, 2015	Visual Arts Exhibitions 2015	Maui Arts & Cultural Center (MACC)	www.mauiarts.org
Jan. 25; Feb. 22; Mar. 22; Dec. 6, 2015	Maui Pops Orchestra	Maui Pops Orchestra, Inc.	www.maui pops.org
Volunteer days: 4 th Saturday of each month. Moonlight eves: May 3; June 2; Jul. 31; Aug. 29; Sept. 27; Oct. 27; Nov. 25 & Dec. 19, 2015.	Ho'ola ia Kaho'olawe Series (Volunteer Days and Moonlight Evenings)	Kaho'olawe Island Reserve Commission	kahoolawe.hawaii.gov
First Friday of each month (year-round)	Wailuku First Friday	Tri Isle RC&D	www.facebook.com/WailukuFirstFriday

Last Thursday of each month (Feb.-Oct.; Nov. 19; Dec. 24, 2015)	Hawaiian Music Series	The Lahaina Restoration Fnd.	www.lahainarestoration.org
Jan. 25 - Feb 1, 2015	Royal Lahaina Challenger	USTA Hawai'i Pacific Section	www.hawaii.usta.com
Jan. 31- Feb. 22, 2015	Maui Open Studios	Dream World Media, LLC	www.mauiopenstudios.com
Feb. 14, 2015	World Whale Day	Pacific Whale Fnd.	www.pacificwhale.org
Apr. 17 - 18; Sept. 25 – 26; & Nov. 13 – 14, 2015	Three Chinese Festivals	The Lahaina Restoration Fnd.	www.lahainarestoration.org
Apr. 24 - 26, 2015	7th Maui Hawaiian Steel Guitar Festival	Arts Education for Children Group (AECG)	www.mauisteelguitarfestival.com
Apr. 30 - May 8, 2015	Maui Classical Music Festival	Maui Classical Music Festival	www.mauiclassicalmusicfestival.org
May 8, 2015 & May 15- 16, 2015	15th Maui Matsuri	Japanese Cultural Society of Maui	www.maumatsuri.com
May 8-10, 2015	23rd Celebration of the Arts	Kapalua Maui Charities, Inc	
June 21, 2015	24th Hawaiian Slack Key Guitar Festival	Kī-hō'alu Foundation	www.slackkeyfestival.com
June 20, 2015	MAMo on Maui: Wearable Art Show	Maui Arts & Cultural Center	www.mauiarts.org
June 29- July 5, 2015	Jazz Maui	Arts Education for Children Group (AECG)	www.aecg.org
July 19, 2015	M4Molokai	Youth in Motion dba Standup Paddle Assn. of Moloka'i	www.supmolokai.org
Sept. 10-12, 2015	Kū Mai Ka Hula 2015	Maui Arts & Cultural Center (MACC)	www.mauiarts.org
Sept. 18-20, 2015	45th Maui Marathon	Valley Isle Road Runners, Inc.	www.maui-marathon-hawaii.com
Sept. 19, 2015	Pailolo Challenge - Maui to Moloka'i Canoe Race	Hawaiian Kamali'i, Inc.	www.hawaiiancanoeclub.org
Oct. 11, 2015	Maui 'Ukulele Festival	Maui Arts & Cultural Center (MACC)	www.mauiarts.org
Oct. 23 - 24, 2015	Lahaina Plantation Days	The Lahaina Restoration Fnd.	www.lahainarestoration.org

KAUA'I

Date(s)	Project Title	Organization	Website
Jan. 1 - Dec. 31, 2015	Project Kia'i Kai II: Traditional Ecological Knowledge Walking Tour	The Pacific American Foundation	www.kaiauluanahola.org
Year-round; every Tues. & Thurs.	Kaua'i Food Tours	Tasting Kaua'i	www.tastingkauai.com
Jan. 19 - Mar. 23, 2015	E Kanikapila Kākou 2015- Music into the Community	Garden Island Arts Council	www.gardenislandarts.org
Jan. 24 - 25, 2015	11th Annual Inspiration Kaua'i Wellness Expo	Kaua'i Health & Wellness Association	www.kauaihwa.org
Feb. 14 - 22, 2015	2015 Waimea Town Celebration: Heritage of Aloha	West Kauai Business and Professionals Assn.	www.waimeatowncelebration.com
Mar. 14- 28, 2015	Prince Kūhiō Celebration Kaua'i	Po'ipū Beach Foundation	www.poipubeach.org
Mar. 27- 28, 2015	2015 Orchid and Art Festival	Hanapēpē Economic Alliance	www.hanapepe.org
Apr. 1 - 30, 2015	Kaua'i Art Tour: Artists Open Studios	Kaua'i Art Tour Ltd	www.kauaiarttours.com
May 2; Sept. 20 - 26, 2015	2015 Hawaiian Cultural Events (Na Lei Hiwa Hiwa) and Kaua'i Mokihana Festival	Mālie Foundation	www.mailefoundation.org
May 2, 2015	Irmalee & Walter Pomroy May Day Lei Contest & Happy's Keiki Lā Lei Contest	Kaua'i Museum Association Ltd	www.kauaimuseum.org
May 1, 2015	May Day by the Bay	'Ahahui Kīwila Hawai'i O Mō'ikeha	
June 14, 2014	2015 King Kamehameha Day Celebration	Mālie Foundation	www.maliefoundation.org
July 4, 2015	Concert in the Sky	Kaua'i Hospice	www.kauaihospice.org
July 17 - 18, 2015	Soto Zen Bon Festival	Kaua'i Soto Zen Temple Zenshujii	www.kauaisotozen.org
July 17 - 19, 2015	16th Annual Kōloa Plantation Days Rodeo	Kaua'i Rodeo Club	www.cjmstables.com
Aug. 1 - 2, 2015	Heiva I Kaua'i 2015	Ka 'Imi Na'auao O Hawai'i Nei Institute	www.kaimi.org
Sept. 25 - 26, 2015	Matsuri Kaua'i 2015	Kaua'i Japanese Cultural Society	www.kauaijcs.com
Sept. 25 - 27, 2015	2015 Kaua'i Pow Wow	Circle of Friends and Relatives of First Americans	www.kauaipowwow.com
Sept. 29 - Oct. 3, 2015	The Coconut Festival presented by the Kapa'a Business Association	Kapa'a Business Association	www.kbakauai.org
Oct. 10, 2015	The 27th Annual Eō e Emalani i Alaka'i Festival	Hui O Laka	www.kokee.org
Oct. 15 - 17, 2015	Nā Lima Hana Festival	Po'ipū Beach Foundation	www.poipubeach.org

Oct. 23 - 24, 2015	2015 Kaua'i Chocolate & Coffee Festival	Hanapēpē Economic Alliance	www.hanapepe.org
Nov. 15, 2015	23rd Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"	Kī-hō'alu Foundation	www.slackkeyfestival.com
Dec. 4 - 31, 2015	Festival of Lights	Friends of the Festival of Lights	www.kauaifestivaloflights.com
Dec. 31, 2015	New Years Eve Music Festival & Fireworks Celebration	Po'ipū Beach Foundation	www.poipubeach.org

HAWAI'I ISLAND

Date(s)	Project Title	Company	Website
Jan.-Dec. 2015	Greenwell Garden Hawaiian Plant Walk	Bishop Museum	www.bishopmuseum.org
Jan.-Dec. 2015	2015 Historic Kailua Village Special Events and Festivities Series	Kailua Village Business Improvement District	www.historickailuavillage.com
Jan.-Dec. 2015	Hawai'i Volcanoes Institute: Inspirational Experiences in the Great Outdoors	Friends of Hawai'i Volcanoes National Park	www.fhvnp.org
Jan.-Dec. 2015	Second Half of 34th Presenting Season and First Half of 35th Presenting Season	The Kahilu Theatre Foundation	www.kahilutheatre.org
Jan.-Dec. 2015	Live from Maunakea	University of Hawai'i Office of Research	www.imiloahawaii.org
Jan.-Dec. 2015	The Hula Arts at Kilauea in Hawai'i Volcanoes National Park	Volcano Art Center	www.volcanoartcenter.org
First Friday of each month (Feb.-Dec. 2015)	Experience Aloha- First Friday	Hilo Downtown Improvement Association	www.downtownhilo.com
Feb. 14 - 15, 2015	Pana'ewa Stampede Rodeo	Hawai'i Horse Owners, Inc.	www.hawaiirodeostampede.com
Apr. 24 - May 3, 2015	Kā'u Coffee Festival	Big Island Resource Conservation and Development Council	kaucoffeefestival.com
May 3 - 9, 2015	Puna Music Festival	Kalani Honua, Inc.	www.kalani.com/ www.punamusicfestival.com
May 21 - 25, 2015	Big Island Film Festival at The Fairmont Orchid, Hawai'i	Big Island Film Festival, LLC	www.BigIslandFilmFestival.com
June 10 - 13, 2015	KMF Big Island Style!	The Kaua'i Music Festival	www.kauaimusicfestival.com
Aug. 27 - Sept. 1, 2015	Queen Lili'uokalani Long Distance Races	Kai 'Ōpua Canoe Club	www.kaiopua.org

Sept. 10 - 13, 2015	HawaiiCon	HawaiiCon, Inc.	www.hawaiiicon.com
Nov. 8 - 16, 2015	Hawai'i Yoga Festival	Kalani Honua, Inc.	www.kalani.com / www.hawaiiyogafestival.com

Natural Resources Community-Based Program (NRCBP)

O'AHU

Project Title	Organization	Description
Accelerating Site Restoration at Community-based Stewardship Areas through Mobile Workdays	Kua'aina Ulu 'Auamo	Facilitate and organize practitioners across various ecologically and culturally important sites to accelerate the perpetuation of traditional knowledge and practice in restoration work at fishponds, lo'i, fishing grounds and limu areas.
Achieving Certified Sustainable Tourism & Supporting the IUCN World Conservation Congress in Hawai'i	Kupu	Create a rigorous sustainability focused statewide inspection and monitoring system that recognizes socially and environmentally responsible businesses.
Ahihi-Kīna'u Natural Area Reserve Information, Education, and Volunteer program	State of Hawai'i- Division of Forestry and Wildlife	Support the Ahihi-Kīna'u Natural Area Reserve volunteer program and the natural and cultural resource information and education program.
Engaging Residents and Visitors in Stewardship of the Pupukea MLCD	Mālama Pupukea-Waimea	Engage residents and visitors in science and on-the-ground stewardship and restoration activities, including beach and reef clean-ups, a native planting project, a citizen science project, and community outreach and education.
"Getting to Know the Ko'olau" Community Conservation Project	Ko'olau Mountains Watershed Partnership	Support the removal of invasive weeds and planting of native plants on the Ko'olau Mountains and protect our watershed forests and fresh water resources.
He'eia Stream Riparian Restoration	Hui o Ko'olaupoko	Support the removal of non-native and invasive vegetation along the lower section of He'eia Stream and replace it with native Hawai'i vegetation.

Honolulu Re-useable Bottling Project	Island Water	Assist in setting up a re-usable bottle project or mini-bottling plant at the Hawai'i Convention Center using low-water, low-energy technology to reduce consumption of plastic bottles and prevent them from entering the waste stream, waterways and oceans.
Increasing Responsible Use of Hawai'i's Marine Resources Through the Makai Watch Program	University of Hawai'i – Mānoa, College of Social Sciences	Increase the Makai Watch program's positive impact by increasing volunteers understanding of traditional knowledge, marine science, and marine resource management while building relationships with the visitor industry.
Invasive Species Control on O'ahu	O'ahu Invasive Species Committee	Conduct management activities, including surveying and control operations, of miconia in high priority areas within the Ko'olau mountains.
Mālama Nā Honu Volunteer Support Project #2	Mālama Nā Honu	Protect honu (sea turtles) basking at tourist favorite Laniākea Beach by supporting volunteer coordination and the creation of materials used to educate tourists on honu.
O'ahu Ahupua'a Boundary Marker Project	O'ahu Council of Hawaiian Civic Clubs	Assist in the completion of the installation of ahupua'a boundary signage markers to identify the physical boundaries of O'ahu's traditional Hawaiian ahupua'a land divisions recognized by the Hawaiian Kingdom.
Wai Momona	Paepae o He'eia	Support the <i>Wai Momona</i> project to improve the fertile and productive waters of He'eia through restoration, maintenance, and educational activities involving residents and visitors.
Whale and Dolphin Stranding Response	Hawai'i Pacific University	HPU's Marine Mammal Stranding Program will respond to the stranding of 20 to 25 whales and dolphins throughout the Hawaiian Islands and conduct cause of death investigations to assist in the protection of these natural resources.

MAUI COUNTY

Project Title	Organization	Description
Advancing Reef Sustainability in the West Maui Accommodations Sector	Coral Reef Alliance	Assist West Hawai'i hotels in determining the best stewardship initiatives and low-impact development options for their properties to improve West Maui's coastal environment and help reduce land-based sources of water pollution that impact coral reef health.
East Maui Watershed Partnership - H.R. Pu'u Pahu Reserve, Protection & View-corridor Enhancement	East Maui Watershed Partnership	Support the removal of priority weed species from Pu'u Pahu Reserve near Haleakalā National Park and create and install interpretive signage along Haleakalā Highway.
Ho'okuleana: Ho'okipa's Honu	Hawai'i Wildlife Fund	To safeguard honu (sea turtles) at Ho'okipa beach park through education, research and protection by community volunteers for turtle viewing by visitors.
Mālama Ke Kai	Kīpahulu Ohana, Inc.	To support elements of the Mālama Ke Kai program, including 'opihi rest area (voluntary no-take zone), fish catch and fish flow surveys, and a Community-Based Subsistence Fishing Area.
Protecting Maui's wahi pana: volunteer-based restoration of ethnobotanically important Auwahi forest	University of Hawai'i – Mānoa , Pacific Cooperative Studies Unit	Support restoration efforts at Auwahi forest through monthly volunteer workday trips to plant 8,000 native plants.
Seed Storage of and Increased Community Access to Rare Native Hawaiian Coastal Plants	Maui Nui Botanical Gardens, Inc.	Identify coastal native plant species most needed for protection and restoration efforts and create a coastal native plant seed bank valuable to land managers.
The Nose Knows: Detector Dogs for Little Fire Ants	Maui Invasive Species Committee	Support little fire ant canine scent detection dog teams to conduct inspections of little fire ants at cooperating nurseries, new housing developments, and other identified high-risk sites.

GPS web-enabled app project for storied places of Lānaʻi	Lānaʻi Culture & Heritage Center	Develop a GPS web-enabled app and QR codes that include a trail guide and interpretive information of Lānaʻi's historical sites to engage a specific clientele of tourists to the island and encourage values of stewardship, preservation and conservation.
Promoting education and protection of Lānaʻi's natural resources at the Lānaʻi Animal Rescue Center	Lānaʻi Animal Rescue Center, Inc.	Promote education, awareness and protection of Lānaʻi's natural resources, specifically native birds, through education, "voluntourism," and resident enjoyment at the Lānaʻi Animal Rescue Center's cat sanctuary.
Habitat Improvements for Laysan Albatross at the Mokio Preserve, Molokaʻi, Hawaiʻi	Molokaʻi Land Trust	Restore a portion of the Ilio Point Dune Complex to achieve a reduction in populations of predators and allow for successful breeding and nesting of ground nesting seabirds primarily Laysan Albatross.

KAUAʻI

Project Title	Organization	Description
Improvements to Visitor Amenities at Makauwahi Cave Reserve	Makauwahi Cave Reserve	Support improvements to visitor amenities at Makauwahi Cave Reserve by building a new bridge on the self-guided nature trail, implement a counter device on the bridge, and to expand their nursery facility providing plants for restoration efforts at the site.
Kokua Kokeʻe 2015	Hui O Laka-Kōkeʻe Natural History Museum	Enhance the forest trails at Kōkeʻe State Park with new interpretive signs and construction of a new trail segment.
Volun-Tourism to preserve Kauai's Native Ecosystems	Garden Island Resource Conservation and Development, Inc.	To support the removal of invasive weeds near trails at Kōkeʻe State Park, Nāpali Coast State Park, and Alakaʻi Wilderness Preserve on Kauaʻi through the involvement of resident and visitor volunteers.

HAWAI'I ISLAND

Project Title	Organization	Description
Controlling little fire ants at County of Hawai'i park sites frequented by visitors.	County of Hawai'i Department of Parks and Recreation	Support the County of Hawai'i Department of Parks and Recreation's efforts to control little fire ants at Hilo's Richardson Park, Pana'ewa Rainforest Zoo and Gardens, and other high-traffic recreational sites.
Ho'ola Hou! Working Together to Reforest Waikoloa	Waikoloa Dry Forest Initiative	To expand the Ho'ola Hou project that preserves native forests, promotes Hawaiian culture, and educates our community about environmental issues while providing unique experiences for our residents and visitors.
Koai'a Corridor Enhancement Project	Kohala Watershed Partnership	Support the Koai'a Corridor Enhancement Project in stabilizing the entrance way to the Koai'a Tree Sanctuary, replacing the fence around the Sanctuary, controlling the fountain grass and replacing them with native shrubs, and out-planting native trees within the Koai'a Corridor restoration area.
Preventing the extinction of <i>Gouania vitifolia</i> in the Wai'anae Mountains, O'ahu	University of Hawai'i – Mānoa, Pacific Cooperative Studies Unit	Construct an ungulate-proof fence to protect the largest population of <i>Gouania vitifolia</i> , from the impending destructive impacts of feral pigs and goats in the Wai'anae Mountains of O'ahu.
The Alahula 'Āina Moon (Pathways to Abundance) Initiative	Conservation International Foundation	Support the <i>Alahula 'Āina Momona</i> (Pathways to Abundance) Initiative and the specific project in the Kawaihae and Miloli'i communities on Hawai'i Island to promote sustainable fisheries management by undertaking essential resource assessments and developing pono (responsible) fishing practices.

STATEWIDE

Project Title	Organization	Description
Improving the visitor experience in the native forest at Waikamoi, Maui	The Nature Conservancy of Hawai'i	To improve the Waikamoi visitor experience by improving the access road and boardwalk platform and preventing the introduction and spread of weeds within the native forest preserve.

Living Hawaiian Culture Program (LHCP)

O'AHU

Project Title	Organization	Description
40th Annual Queen Lili'uokalani Keiki Hula Competition	Kalihi-Palama Culture & Arts Society, Inc.	Support the <i>Queen Lili'uokalani Keiki Hula Competition</i> , a hula competition for children ages 5 to 12 years old that preserves and perpetuates Hawaiian culture through the art of hula and chant.
E Mau Hawai'iloa	Kanehunamoku Voyaging Academy	Support <i>E Mau Hawai'iloa</i> , a project to revitalize programs and services on the famous and iconic traditional Hawaiian voyaging canoe Hawai'iloa.
Family Ingredients Mālama-themed TV programming	Juniroa Productions Inc	Produce two 30-minute television episodes of <i>Family Ingredients'</i> mālama-themed programming that tells a unique story of how Hawaiian culture is being nurtured today through the narrative of a featured family recipe and the history of the 'ohana and traditions behind it.
Hawaiian Master Musician Outreach Program in Waimānalo	Nā'āalehu Theatre	Support the <i>Hawaiian Music Masters</i> program for youth and their families in Waimānalo under the direction of Cyril Pahinui.
Hawai'i Theatre Center's 2015 Hāna Hou! Season	Hawai'i Theatre Center	Support Hawai'i Theatre's <i>Hāna Hou!</i> 2015 Series of musical concerts, art, hula, and film and to assist in the production of marketing materials geared to visitors.

Ho'olaupa'i Aloha	Kōkua Kalihi Valley Comprehensive Family Services	Support <i>Ho'olaupa'i Aloha</i> , a project to perpetuate traditional healing practices and knowledge, including Hawaiian birthing traditions and practices, and to empower a new generation of cultural practitioners in leading this practice.
Ka 'Ike Nohona - Understanding Cultural Practices	Partners in Development Foundation	Support cultural practices through the perpetuation of the traditional practice of cooking in an imu (underground oven) and a short film on the wahi pana (historical significance) of the Waimānalo ahupua'a on O'ahu.
Kauhale o Waimea a cultural learning experience in an historic ahupua'a.	Hi'ipaka, LLC	Support the research, design and development of <i>Kauhale o Waimea</i> , a cultural learning experience located in the Waimea ahupua'a produced for visitors and school groups to Waimea Valley.
Kuamo'o Battlefield and Burial Grounds	Trust for Public Land	Support the restoration of Kuamo'o landscape and develop a management plan that will provide interpretative educational opportunities, restore native vegetation, revive agricultural practices, and explore building a cultural learning center.
Kukuluhou	Ho'okua'āina	Support the <i>Kukuluhou</i> program to strengthen cultural identity and to promote the personal growth of at-risk youth through the operation and production of working on a kalo farm and aloha 'āina.
Kumu Kahua Theatre 44th Season E Komo Mai!	Kumu Kahua Theatre	Support Kumu Kahua Theatre's plays depicting Hawaiian themes and for the development of promotional materials geared to visitors.
Mau Waiwai Makamae: Strengthening our Museums, Protecting our Treasures	University of Hawai'i – Mānoa, American Studies Department	Support the development of comprehensive visitor surveys that can be used by Hawaiian cultural institutions throughout the state to document the significance of Native Hawaiian cultural experiences and quantify the extent to which Hawaiian culture impacts our visitors.

MAMo: Maoli Arts Month, a celebration of Native Hawaiian art & cultural practices.	Pa'i Foundation	Support MAMo: Maoli Arts Month 2015 that honors and celebrates the depth and diversity of the Native Hawaiian arts community through events and activities.
Mele Murals	The Estria Foundation	Support <i>Mele Murals</i> , a statewide cultural place-making program, and to establish two large-scale public murals in downtown Honolulu and Kahuku reflecting Hawaiian mele and stories of place and heritage.
Mele Wahi Pana	Hawaiian Mission Children's Society	Support <i>Mele Wahi Pana</i> , a musical series exploring Waikīkī, Wai'anae, Honolulu and Waialua through music, stories and hula.

MAUI COUNTY

Project Title	Organization	Description
Ho'omau I Ka Hale Kahiko: Training A New Generation of Master Hale Builders	Holani Hana	Train a new generation of hale building experts to become master hale builders and perpetuate this cultural art form across the state of Hawai'i.
Kapahu Living Farm	Kīpahulu Ohana, Inc.	Support the traditional cultural practice of wetland kalo farming and poi-making at Kapahu Living Farm located in Haleakalā National Park in Kīpahulu.
Masters of Hawaiian Music one-hour film episode and educational Website.	Hawaiian Music Academy	Support the <i>Masters of Hawaiian Music</i> project, a film series and website chronicling the post-1970s era of Hawaiian slack key guitar music, steel guitar music, 'ukulele music, and hula.
Moonlight Mele	Maui Historical Society	Support <i>Moonlight Mele</i> , a monthly Hawaiian musical concert, by George Kahumoku and Friends at the Bailey House Museum.
Promoting Visitor and Community Connection to Traditional Hawaiian Crops	Maui Nui Botanical Gardens, Inc.	Grow, preserve and educate the community and visitors on 159 heritage varieties of 5 traditional Hawaiian crops, including kalo (taro), 'uala (sweet potato), kō (sugarcane), 'awa (kava), and mai'a (banana).

Moloka'i Mo'olelo Project	KHM International	To support the <i>Moloka'i Mo'olelo Project</i> that seeks to preserve and perpetuate the ancient mo'olelo (stories) and document Moloka'i's rich cultural heritage through interviews with kūpuna (elders).
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KAUA'I

Project Title	Organization	Description
Hawaiian Treasures Heritage Center	Storybook Theatre of Hawai'i	Support the establishment of a <i>Hawaiian Treasures Heritage Center</i> at Storybook Theatre that will offer cultural events, exhibits and projects, for residents and visitors.
Ka Māla Project	National Tropical Botanical Garden	Support NTBG's Canoe Garden <i>Ka Mala Project</i> by creating terraced garden plots to be used as an educational resource for school and visitor groups.
Nāmāhoe Kaua'i Project: voyaging from the past into the future	Leadership Kaua'i	In partnership with Nā Kālai Wa'a O Kaua'i Nāmāhoe, Leadership Kaua'i will complete the Nāmāhoe voyaging canoe and use it as a cultural educational resource for youth, the community and visitors.
Project KU'U KULAIWI is a project to gather info. for an AHUPUA'A based Hawaiian language Book & CD.	Ke Kaiaulu O Anahola	Support <i>Kaiāulu Anahola</i> , a marine education program for Kaua'i youth ages 8 to 18 to study and learn marine education through the lens of traditional knowledge and western science.

HAWAI'I ISLAND

Project Title	Organization	Description
Hanau Ke Ali'i Kamehameha	Waimea Hawaiian Homesteaders' Association, Inc.	Bring the hula drama, <i>Hānau Ke Ali'i</i> , a stage performance sharing ancient knowledge, ceremony, practices and traditions of Hawai'i across the state.
Iole Tour	New Moon Foundation dba Kohala Institute	Support the development of the <i>Iole Tour</i> to authentically demonstrate and share lessons learned from Native Hawaiian practices on restored historical sites.

<p>Ka Pilina Poina ‘Ole “Connections Not Forgotten”</p>	<p>Hawai‘i Forest Institute</p>	<p>Support <i>Ka Pilina Poina ‘Ole "Connections Not Forgotten"</i> Cultural Ecology Learning Events or site visits to Ka‘ūpulehu Dryland Forest and Kalaemanō Cultural Center, which integrate ecological and cultural knowledge into ‘āina-based learning and restoration work activities.</p>
<p>Kūkulu Ola Hawaiian Film Series</p>	<p>Kahilu Theatre Foundation</p>	<p>Support the <i>Kūkulu Ola Living Hawaiian Culture Film Series</i> including 10 documentary films, film maker talk story sessions, and culinary experiences for visitors and residents.</p>
<p>Konea ‘O Kukui Gardens</p>	<p>Konea ‘O Kukui Garden</p>	<p>Support the maintenance and care of Konea ‘O Kukui Gardens, an educational site complete with terraced lo‘i (taro patch) and other native plants.</p>
<p>Nā Hulu Kupuna Concert - Echoes of our Island Home</p>	<p>Friends of the Palace Theater</p>	<p>Produce a musical concert featuring local kūpuna (elders) and create a video of performances and interviews of kūpuna by local students.</p>
<p>Preserving and restoring indigenous Hawaiian Culture through education and land stewardship.</p>	<p>Pohaha I Ka Lani</p>	<p>Support Pohaha I Ka Lani's <i>Kāhuli Program</i>, a cultural and land stewardship program located in the Nāpō‘opo‘o area in Waipio Valley.</p>
<p>The Malolo Project</p>	<p>Pa‘a Pono Miloli‘i</p>	<p>Support the restoration of the Malolo canoe to ready it for canoe racing competitions and to pass the knowledge of canoe building to the future generation of Miloli‘i and South Kona residents.</p>