

HAWAI‘I TOURISM AUTHORITY
Request for Proposals for HTA’s Product Enrichment Initiative in 2017
(Information Sheet)

The Hawai‘i Tourism Authority (HTA) annually supports projects or events that create a positive impact on Hawai‘i’s people, place and culture for the long term. ThPro initiative supports efforts to perpetuate the Hawaiian culture, maintain our environmental resources as well as ensure a quality tourism product and experience. The programs include the **Community Enrichment Program, Aloha ‘Āina (Natural Resources) Program, and Kūkulu Ola Program**, which are being supported in 2017. The HTA is guided by Chapter 201B of the Hawai‘i Revised Statutes and its Five Year Strategic Plan (2016).

Each program is evaluated according to its respective program specifications and specifications detailed in the Request for Proposals (RFP) for each program. Please read through each program goal and objectives to select the most appropriate RFP for your project. RFP information and applications are available via the HTA website at: www.hawaiitourismauthority.org. The RFP solicitation period for these projects are from August 29 through October 31, 2016.

	Community Enrichment Program (CEP)	Aloha ‘Āina (Natural Resources) Program	Kūkulu Ola Program
Program Goal	<i>To provide a diverse and quality tourism product unique to Hawai‘i that enhances the Hawai‘i visitor experience and enriches residents’ quality of life.</i>	<i>To respect, enhance and perpetuate Hawai‘i’s natural resources</i>	<i>To honor and perpetuate the Hawaiian culture and community.</i>
Program Objectives	<ul style="list-style-type: none"> ◆ Develop new tourism products in the seven (7) targeted niche areas of agriculture, culture, education, health and wellness, nature, sports and technology. ◆ Support community-based tourism initiatives. ◆ Support authentic experiences. ◆ Provide economic benefit to communities. ◆ Ensure the availability of events, activities and experiences throughout the year and distributed throughout the State. Special attention given to the “shoulder” periods 	<ul style="list-style-type: none"> ◆ Improve value-added amenities at natural resource sites. ◆ Explore innovative means to repair, maintain & improve Hawai‘i’s natural resources. ◆ Raise awareness of all stakeholders about the responsible use of natural resources. ◆ Increase collaboration among government agencies, the visitor industry & the community. ◆ Raise awareness of commercial operators, information providers & others about the responsible use of natural resources. 	<ul style="list-style-type: none"> ◆ Support programs that help to honor and preserve the Hawaiian culture; and demonstrate collaborative efforts with a high degree of community support and involvement. ◆ Strive to nurture (mālama) the Hawaiian culture by creating visitor experiences, activities & programs that are respectful & accurate. ◆ Support Hawaiian programs & cultural practitioners, craftsmen, musicians & other artists to preserve & perpetuate Hawaiian culture.

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(Continue)	Community Enrichment Program (CEP)	Aloha 'Āina (Natural Resources) Program	Kūkulu Ola Program
Program Objectives	<p>of April and May, and September through the first half of December</p> <ul style="list-style-type: none"> ◆ Support marketing and promotional efforts with The Hawaiian Islands and keep in line with each islands' brand identity. ◆ Contribute to HTA's goal of increasing visitor arrivals, expenditures and length of stay. ◆ Create events, activities, and experiences which fulfill visitors' expectations of a quality destination: <ul style="list-style-type: none"> ❖ Unique (to Hawai'i) activities/experiences. ❖ Friendly interaction with residents. ❖ Variety of activities/experiences. ❖ Variety of cuisine and dining options. ❖ Good value for the money. ◆ Ensure a sufficient number of quality, innovative visitor experiences to satisfy the high number of returning visitors and visitors with sophisticated needs. 	<ul style="list-style-type: none"> ◆ Review & enforce rules & develop certification programs for commercial operations in natural resource areas 	<ul style="list-style-type: none"> ◆ Strengthen the relationship between the visitor industry & the Hawaiian community
Examples of Past Projects	<p>Ethnic festivals; agricultural fairs & farmers' markets; rodeo celebrations; weekly educational programs; film festivals; health & wellness fairs; theatre & musical productions; arts & culture festivals & exhibits; sports events; and community tours.</p>	<p>Efforts to remove trash or alien species; projects to re-plant & re-establish native plants & animals; interpretive signage about environmental assets; support for rangers & volunteers; programs to increase environmental stewardship; & repair & maintenance of trails, restrooms, parking areas, & other amenities.</p>	<p>Efforts to educate the community about the Hawaiian culture, history & its people; Hawaiian language revival & preservation efforts; lessons on Hawaiian values; Hawaiian cultural events; cultural workshops; & protection & preservation of heiau (cultural sites) & loko i'a (fishponds).</p>

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The public may submit a proposal seeking support for different and separate projects to any of the following programs: CEP, Kūkulu Ola, and Aloha 'Āina (Natural Resources). However, a proposal may not be submitted for funding under more than one (1) program for the same project in the same year. The HTA reserves the right to disqualify any proposal from consideration under a 2017 HTA program if that proposal for a project has also been awarded funds under another HTA program in 2017.

Questions regarding these RFPs may be directed to:

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