



For Immediate Release: September 27, 2021  
HTA Release (21-36)

## **Hawai'i Tourism Authority Resumes Community Enrichment Program** *RFP Now Online to Help Fund Programs in 2022*

**HONOLULU** – The Hawai'i Tourism Authority (HTA) has announced that it is resuming its Community Enrichment Program (CEP), which supports community-based projects, festivals and events that enhance resident and visitor experiences, and create opportunities for meaningful economic development.

HTA is partnering with the Hawai'i Visitors and Convention Bureau (HVCB) and the Island Chapters to administer its 2022 CEP process. HVCB has issued a Request for Proposal (RFP) to provide funding support to qualified nonprofit organizations and projects in 2022, and is seeking proposals from the community.

CEP is a part of HTA's commitment toward Mālama Ku'u Home (caring for my beloved home) and the Community pillar of its 2025 Strategic Plan. An RFP for this program was not issued for 2021 due to the COVID-19 pandemic and availability of funding.

"HTA's Community Enrichment Program exemplifies various ways in which tourism can drive diversification for our economy, by supporting community-based projects and experiences that are intertwined with other industries and sectors," said Kalani Ka'anā'anā, HTA's chief brand officer. "CEP awardees will also be integral in moving each of the islands' Destination Management Action Plans forward."

Proposals must fall into one of the following tourism niche categories:

- **Agriculture Tourism:** Tourism related to experiencing and appreciating agricultural products, settings, and lifestyles.
- **Cultural Tourism:** Tourism related to Hawai'i's multi-ethnic cultures that provide residents and visitors with enriching experiences and insights into the history, customs, arts, and traditions of the islands.
- **Culinary Tourism:** Tourism related to exploring unique and memorable food and drink experiences, to get a sense of the islands.
- **Nature Tourism:** Tourism related to experiencing Hawai'i's natural attractions, unique flora, fauna, and culture in a manner which is ecologically responsible, economically sustainable, encourages the well-being of the community, and is infused with the spirit of *aloha 'āina*.
- **Education Tourism:** Tourism related to formal and informal education and training in life-long learning experiences regarding Hawai'i's unique natural and multi-cultural environment.
- **Health and Wellness Tourism:** Tourism focused on travel to enhance the wellness of the mind, body, and spirit of individuals, families and groups.

- **Sports Tourism:** Tourism focused on attracting participants or spectators in community-based sporting events, such as running, swimming, cycling, surfing, stand-up paddling, and paddling.
- **Voluntourism:** Tourism related to travel to participate in voluntary work, typically for a charity.

“HVCB and the Island Chapters are proud to support and administer HTA’s Community Enrichment Program for Kaua’i, O’ahu, Maui Nui and Hawai’i Island, respectively,” said John Monahan, HVCB’s president and CEO. “It aligns well with our commitment to destination management by enhancing the unique offerings and treasured experiences developed by the community, for the community.”

The deadline for applicants to email proposals to the respective Island Chapter is November 5, 2021 at 4:30 p.m. HST. Applicants are encouraged to review and download the RFP at: [www.hvcb.org/cep](http://www.hvcb.org/cep)

### **RFP Informational Briefings**

HVCB will be hosting virtual information sessions on Zoom to provide individuals and organizations with further information on HTA’s strategic direction and vision, the RFP application, and award process. A session recording will be posted online for those who are unable to attend. To register, visit: [www.hvcb.org/cep](http://www.hvcb.org/cep)

- **Kaua’i:** Tuesday, October 5, 10 a.m. – 11:30 a.m.
- **Island of Hawai’i:** Tuesday, October 5, 2 p.m. – 3:30 p.m.
- **Maui, Moloka’i and Lāna’i:** Wednesday, October 6, 10 a.m. – 11:30 a.m.
- **O’ahu:** Thursday, October 7, 1:30 p.m. – 3 p.m.

###

### **About the Hawai’i Tourism Authority**

The [Hawai’i Tourism Authority](http://www.hawaii-tourism-authority.org) is the State of Hawai’i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai’i’s leading industry and largest employer, HTA continually strives to help ensure tourism’s sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org). Follow updates from HTA (@HawaiiHTA) on [Facebook](https://www.facebook.com/HawaiiHTA), [Instagram](https://www.instagram.com/HawaiiHTA), [Twitter](https://twitter.com/HawaiiHTA) and its new [YouTube Channel](https://www.youtube.com/channel/UC...).

For more information, contact:

Kalani Ka’anā’anā  
Chief Brand Officer  
Hawai’i Tourism Authority  
[Kalani@gohta.net](mailto:Kalani@gohta.net)

Erin Khan  
Vice President, Public Relations  
Anthology Group  
[Erin.Khan@AnthologyGroup.com](mailto:Erin.Khan@AnthologyGroup.com)