



For Immediate Release: June 21, 2017  
HTA Release (17-18)

## **HTA Offers Funding to Programs Supporting Hawaiian Culture, Hawai'i's Natural Resources and Community-Based Events in 2018**

**HONOLULU** – The Hawai'i Tourism Authority (HTA) announced today that funding support will be provided to qualified applicants for programs in 2018 that perpetuate Hawaiian culture, preserve Hawai'i's natural resources and present community-based festivals and events.

Funding will be awarded through a request for proposals (RFPs) process for three HTA programs, Kūkulu Ola, Aloha 'Āina and Community Enrichment, which are offered to help improve the quality of life for residents and enhance the visitor experience for tourists.

"How we celebrate the Hawaiian culture, protect our environment, and share our way of life in communities is key to Hawai'i's future and why we place such importance in supporting groups and individuals committed to these ideals," said George D. Szigeti, HTA president and CEO. "These programs help guide how our communities embrace sustainability and uphold the qualities that make the Hawaiian Islands such a magnificent place to live and visit."

The three programs that HTA has issued RFPs for and will provide funding support to qualified applicants statewide in 2018 are as follows.

**Kūkulu Ola (RFP 17-13):** HTA is supporting programs that enhance, strengthen and help to perpetuate the Hawaiian culture by cultural practitioners, craftsmen, musicians and artists.

**Aloha 'Āina (RFP 17-14):** HTA is supporting programs that help preserve and enhance the quality of Hawai'i's treasured natural resources for the enjoyment of current and future generations.

**Community Enrichment (RFP 17-12):** HTA is supporting community-oriented programs, festivals and special events promoting culture, education, health and wellness, nature, agriculture, sports, technology and "voluntourism" for the enjoyment of residents and visitors.

The deadline for applicants to submit proposals to HTA seeking funding support for their programs in any of the three categories is Friday, August 4, at 4:30 p.m.

Program applications are available at HTA's website at [www.hawaii-tourismauthority.org/about-hta/rfps](http://www.hawaii-tourismauthority.org/about-hta/rfps).

All inquiries should be directed to Ronald Rodriguez, HTA procurement officer, via email at [contracting@gohta.net](mailto:contracting@gohta.net) or by phone at (808) 973-9449.

### **RFP Information Sessions**

HTA is hosting public information sessions on all islands about the application and award process for the RFPs at the following locations. Interested applicants are encouraged to attend and ask questions about receiving funding support.

**O'ahu**                    **Wednesday, July 5, 3:00 – 5:00 p.m.**  
Hawai'i Convention Center, 'Emalani Theatre  
1801 Kalākaua Avenue, Honolulu

- Kaua'i**      **Thursday, July 6, 3:00 – 5:00 p.m.**  
Līhu'e Civic Center, Pi'ikoi Building, Meeting Rooms A & B  
4444 Rice Street, Līhu'e
- Kona**      **Friday, July 7, 9:30 a.m. – 12:30 p.m.**  
West Hawai'i Civic Center, Building A, Council Chambers  
74-5044 Ane Keohokalole Highway, Kailua-Kona
- Hilo**      **Friday, July 7, 2:30 – 5:30 p.m.**  
County of Hawai'i Aging and Disability Resource Center, Training Room  
1055 Kino'ole Street, Suite #101, Hilo
- Moloka'i**      **Tuesday, July 11, 9:00 – 11:00 a.m.**  
Office of Hawaiian Affairs, Building D  
600 Maunaloa Highway, Kaunakakai
- Maui**      **Monday, July 17, 10:00 a.m. – 12:00 p.m.**  
Maui Arts and Cultural Center  
Alexa Higashi Room (*between Castle Theater and MACC Administrative Office*)  
1 Cameron Way, Kahului
- Lāna'i**      **Monday, July 17, 4:00 – 6:00 p.m.**  
Lāna'i Cultural and Heritage Center  
730 Lāna'i Avenue, #126, Lāna'i City

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

The [Hawai'i Tourism Authority](#) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org). Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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