



Mayor's Office of Economic Development Hawai'i Tourism Authority – County Product Enrichment Program Informational Worksheet

What does the Office of Economic Development do?

OED's MISSION is to partner with Oahu's businesses, non-profit groups, and communities to support economic growth and enhance the quality of life for the residents of the City and County of Honolulu.

What does Hawai'i Tourism Authority do?

Established in 1998, the Hawaii Tourism Authority (HTA) is the lead state agency for tourism. Among its responsibilities, the HTA's is charged with:

- (1) Setting tourism policy and direction with the goal of contributing to the ongoing, sustainable growth of Hawaii's economy
- (2) Developing and implementing the State's tourism marketing plan and efforts
- (3) Managing programs and activities to sustain a healthy visitor industry
- (4) Developing and implementing the Hawai'i Tourism Strategic Plan
- (5) Coordinating tourism-related research, planning, promotional and outreach activities with the public and private sectors.



What are the County Product Enrichment Program's Objectives?

- Support community-based tourism initiatives
- Provide a year-round calendar of events, activities and experiences distributed throughout the County.
- Target programs to build a promotional campaign that may help to drive visitor demand.

Does your event fulfil the following?

- Unique (to Hawai`i) activities and experiences
- Friendly interaction with residents
- Variety of activities/experiences/local cuisine

7 niches of tourism supported by the CPEP program

- **Agri Tourism:** Tourism related to experiencing and appreciating agricultural products, settings, and lifestyles.
 - Example: Hawai`i Farm Bureau's Hawai`i State Farm Fair
- **Cultural Tourism:** Tourism related to Hawai`i's host and multi-ethnic cultures that provide residents and visitors with enriching experiences and insights into the history, customs, arts, and traditions of our islands.
 - Example: City and County of Honolulu Department of Parks and Recreation's Lei Day Celebration



- **Eco 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*,
 - *Aloha 'Āina*: a deep and committed love for land and all who dwell upon it

- **Edu Tourism:** Tourism related to formal and informal education and training in lifelong learning experiences in 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, and paddling
 - Example: Waikīkī Community Center's Duke Kahanamoku Beach Challenge
- **Technology Tourism:** Tourism related to educating/informing visitors about Hawai'i's science and technology assets.

Budget

- **Matching Funds Requirement:** A minimum of one to one (1:1) in matching funds to the amount of funds requested has been set. Matching funds can be in the form of cash or a combination of cash and in-kind contributions. If the match includes in kind contributions, a minimum of 35% must be in the form of cash.
 - Matching funds **CANNOT** come from other state or county government sources. The project can be supported by other state or county government funds, but these funds may not be used as part of the required match to the HTA funds.

Activities/ Events that will NOT be considered for HTA-CPEP

- Business or organizational start-up plans
- Fundraising
- Real Property
- Capital Improvements
- Conferences/Conventions
- Salaries
- Merchandising to be resold
- Computer Equipment
- Projects relating to other niche areas than those specifically addressed by CPEP

Questions?

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